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(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2004/0006509 A1**
(43) **Pub. Date:** **Jan. 8, 2004**(54) **SYSTEM AND METHOD FOR PROVIDING
INTERACTIVE ELECTRONIC
REPRESENTATIONS OF OBJECTS**(76) **Inventors:** **Peeter Todd Mannik**, Roswell, GA (US); **Stephen Andrew Hyser**, Roswell, GA (US); **Kristopher Derek Hutchinson**, Atlanta, GA (US); **David Hansel Whitley**, Marietta, GA (US); **Robert Bruno Mignone**, Peachtree City, GA (US); **Arthur Lee Davis**, Fisher Island, FL (US)

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(21) **Appl. No.:** **10/459,397**(22) **Filed:** **Jun. 11, 2003****Related U.S. Application Data**

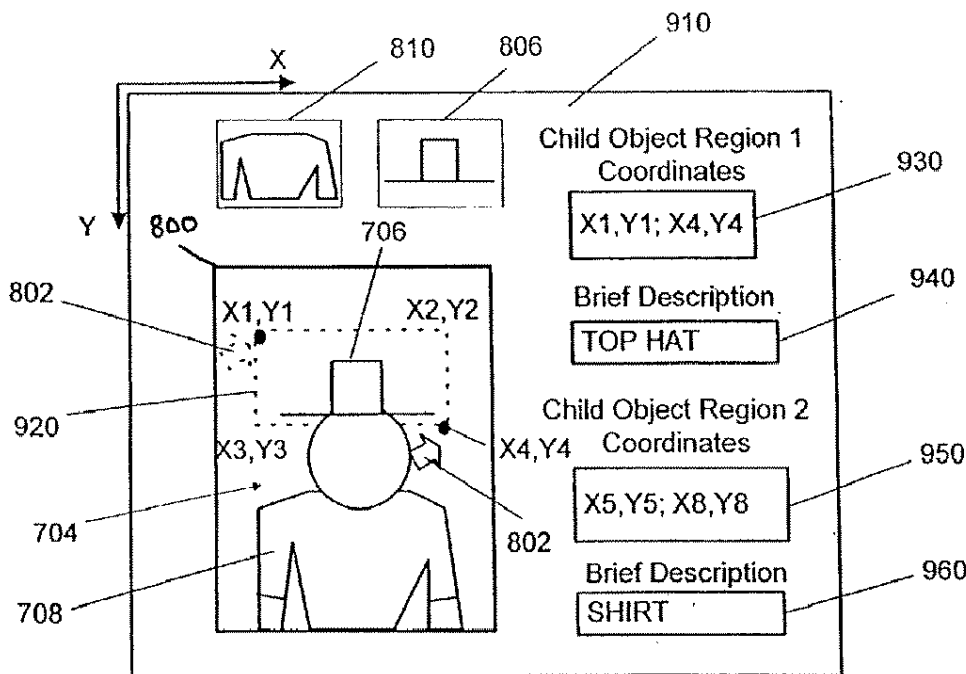
- (63) Continuation-in-part of application No. 09/526,621, filed on Mar. 16, 2000, which is a continuation-in-part of application No. 09/500,610, filed on Feb. 9, 2000, now abandoned, and which is a continuation-in-part of application No. 09/468,687, filed on Dec. 20, 1999, now Pat. No. 6,535,889, which is a continuation-in-part of application No. 09/406,171, filed on Sep. 23, 1999, now Pat. No. 6,557,006.
- (60) Provisional application No. 60/174,331, filed on Jan. 4, 2000.

Publication Classification

- (51) **Int. Cl.⁷** **G06F 17/60**
(52) **U.S. Cl.** **705/14; 707/104.1**

(57) **ABSTRACT**

The present invention provides a system and method for enabling viewers of visual media objects to obtain additional information regarding such objects and child objects therein from interactive representations of the objects on a computer network.



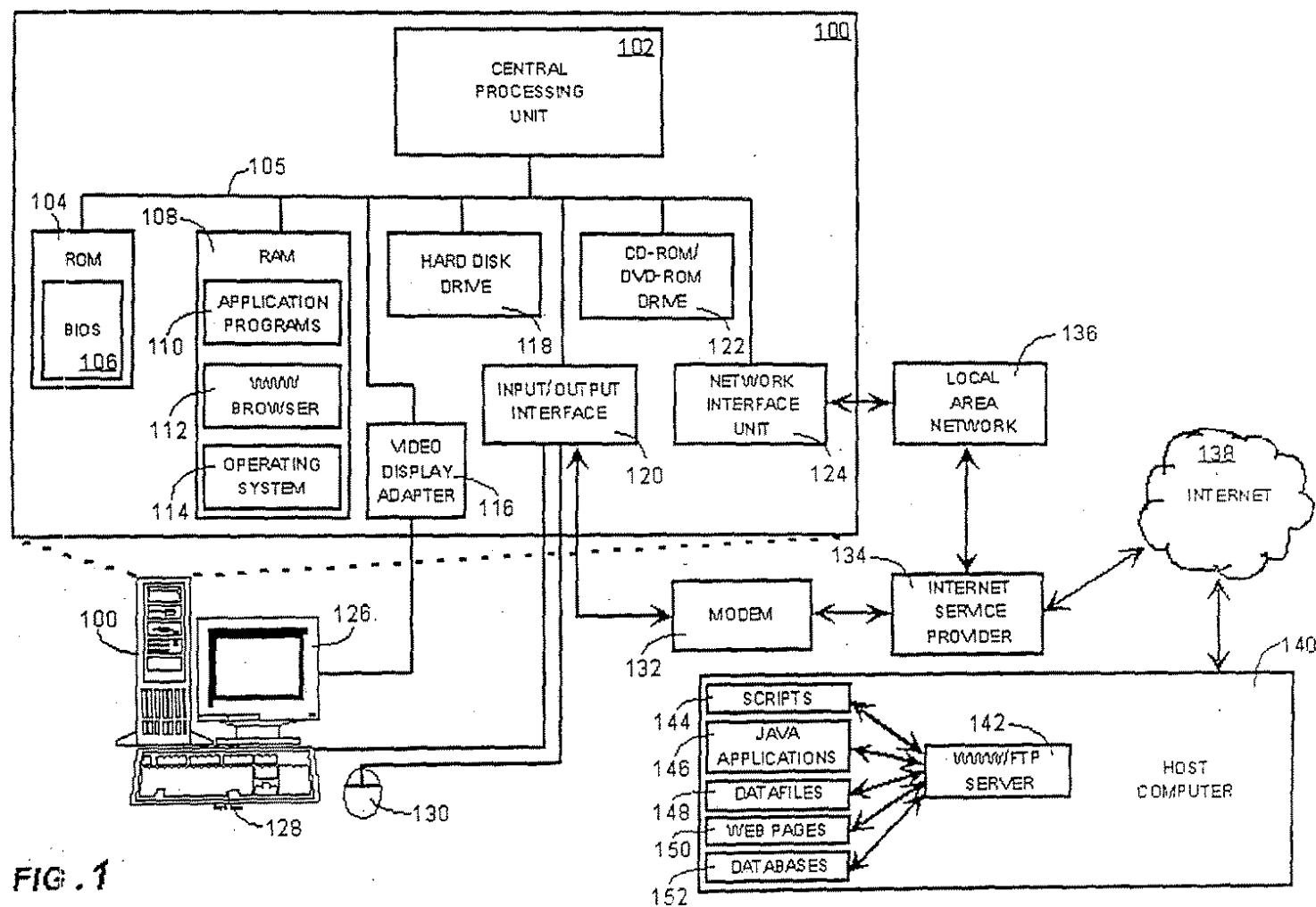
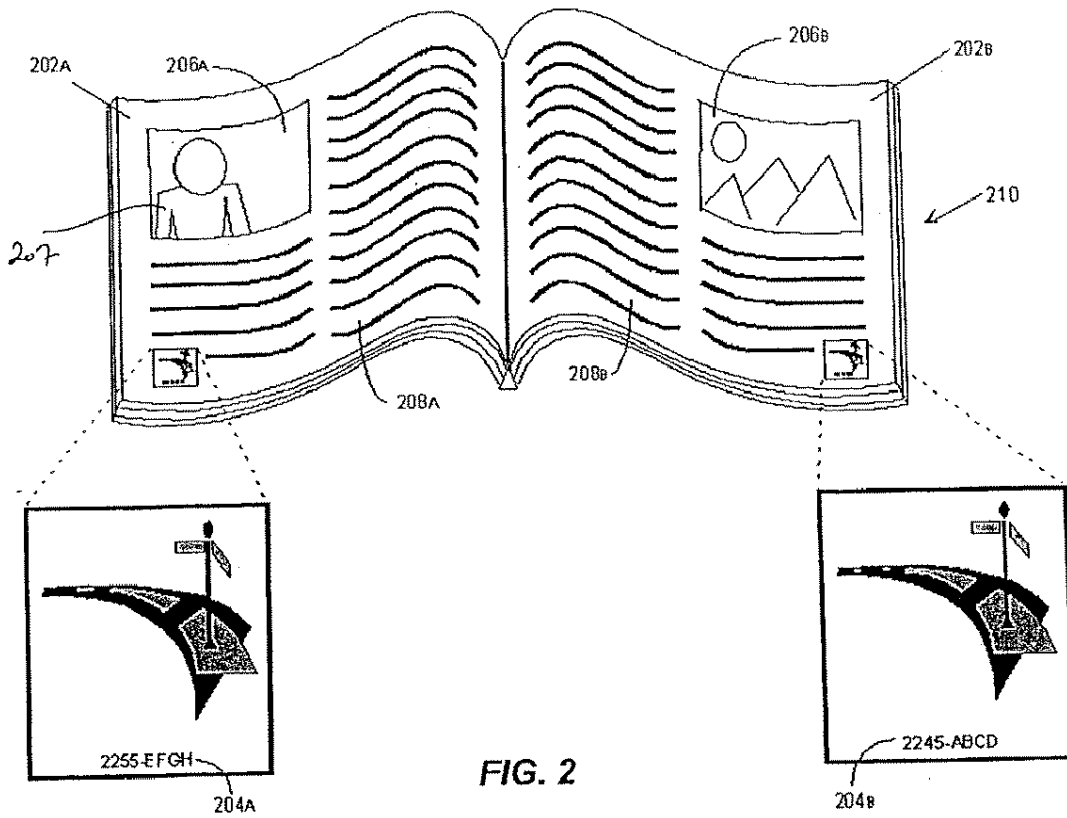
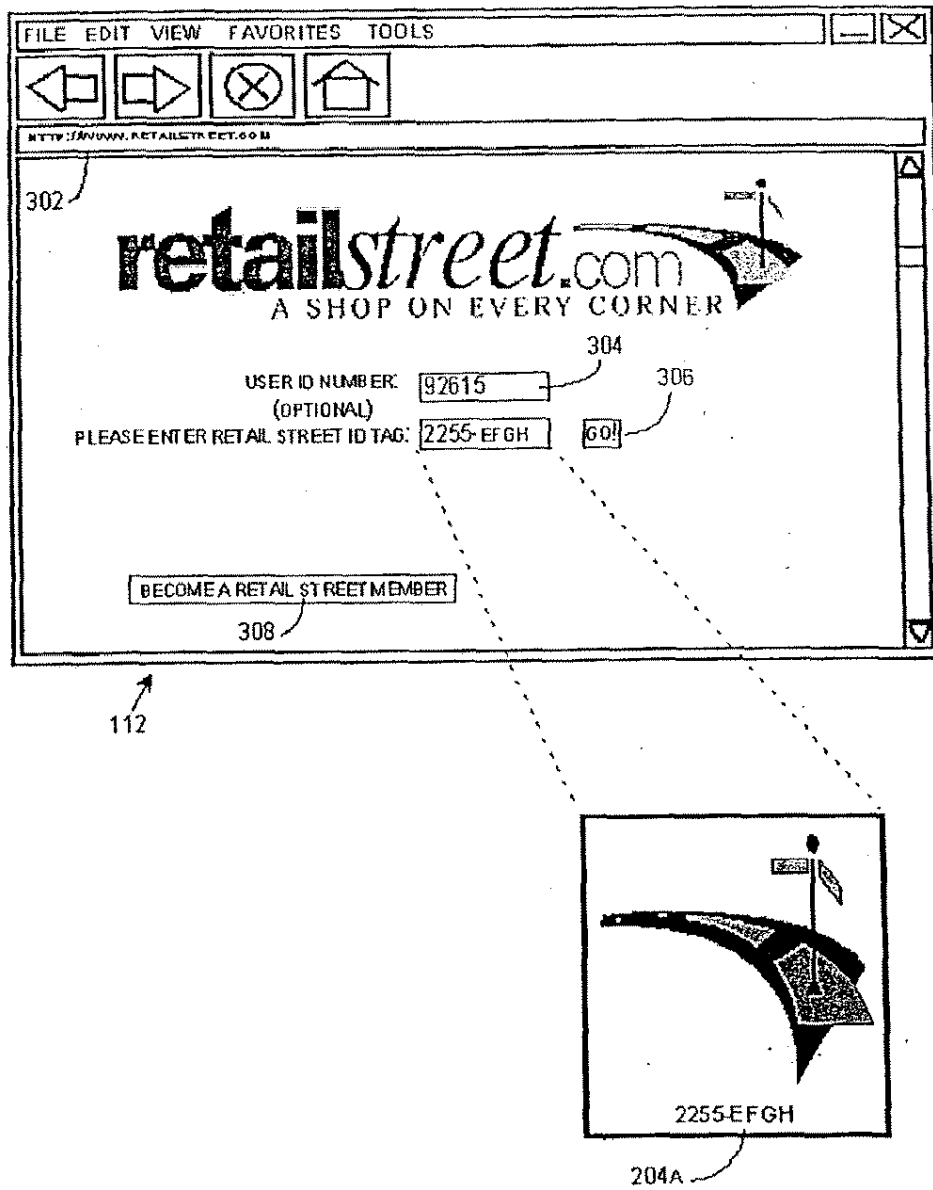


FIG. 1







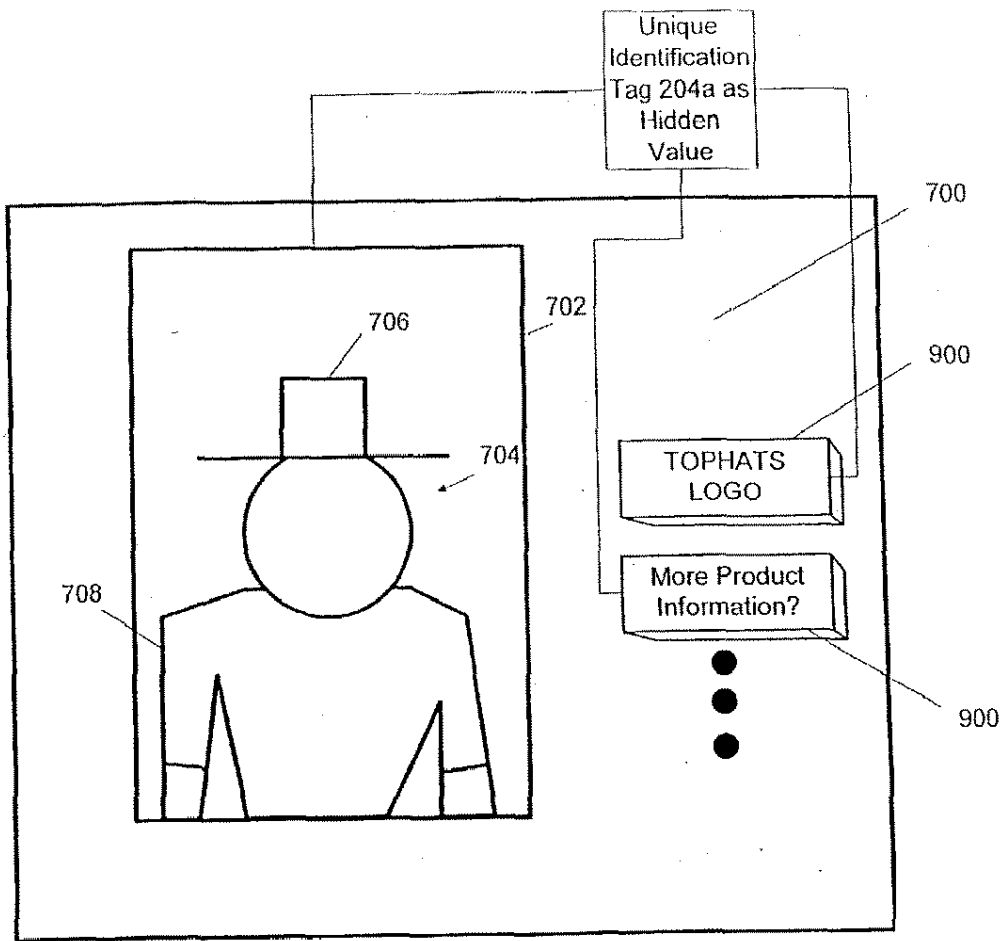


FIG. 4A

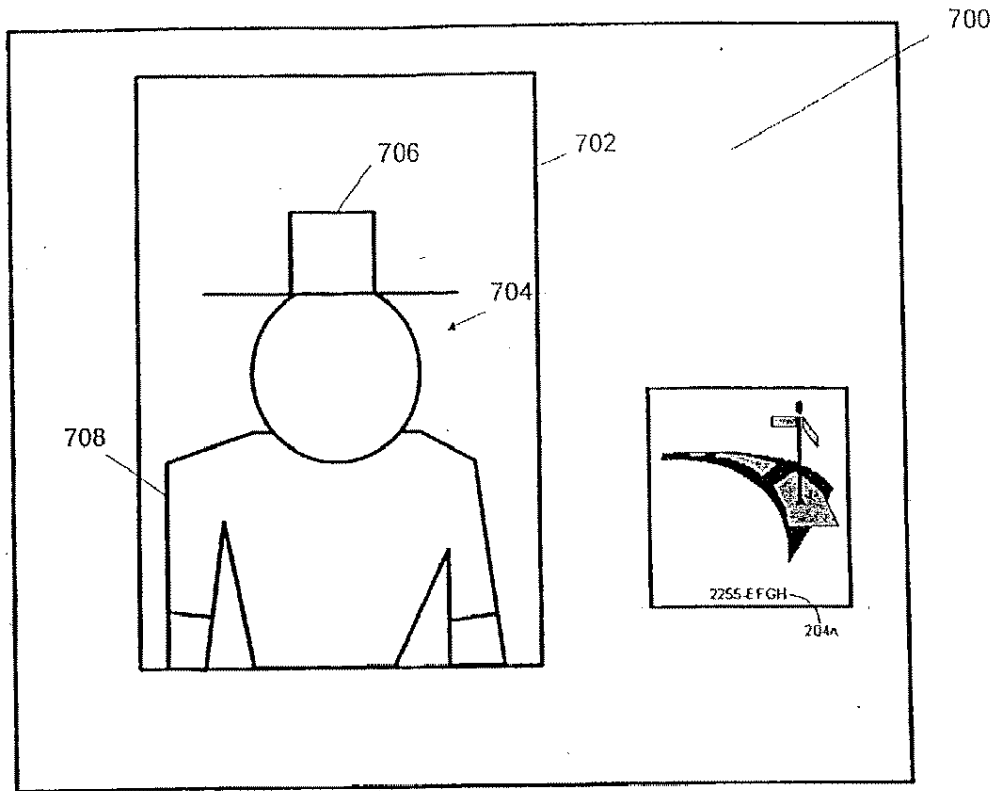


FIG. 4B

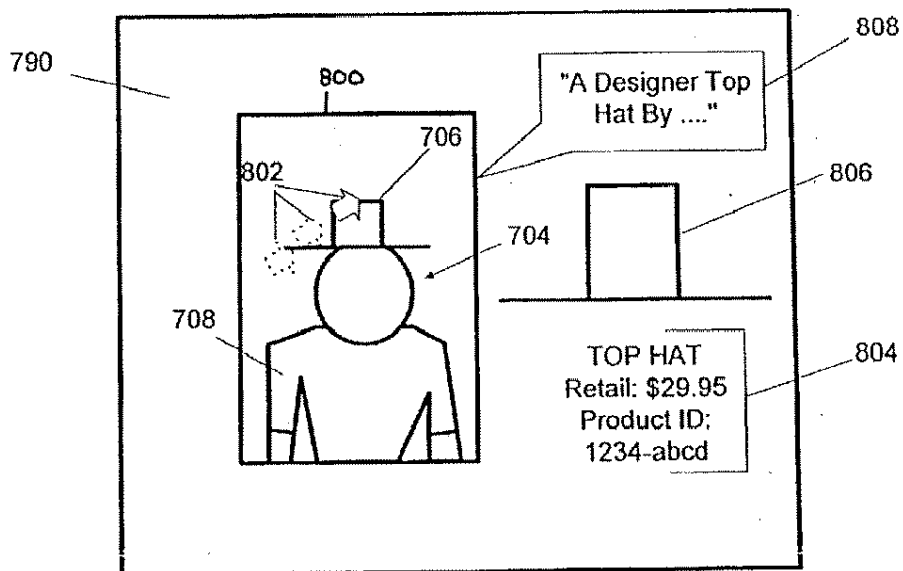


FIG. 5

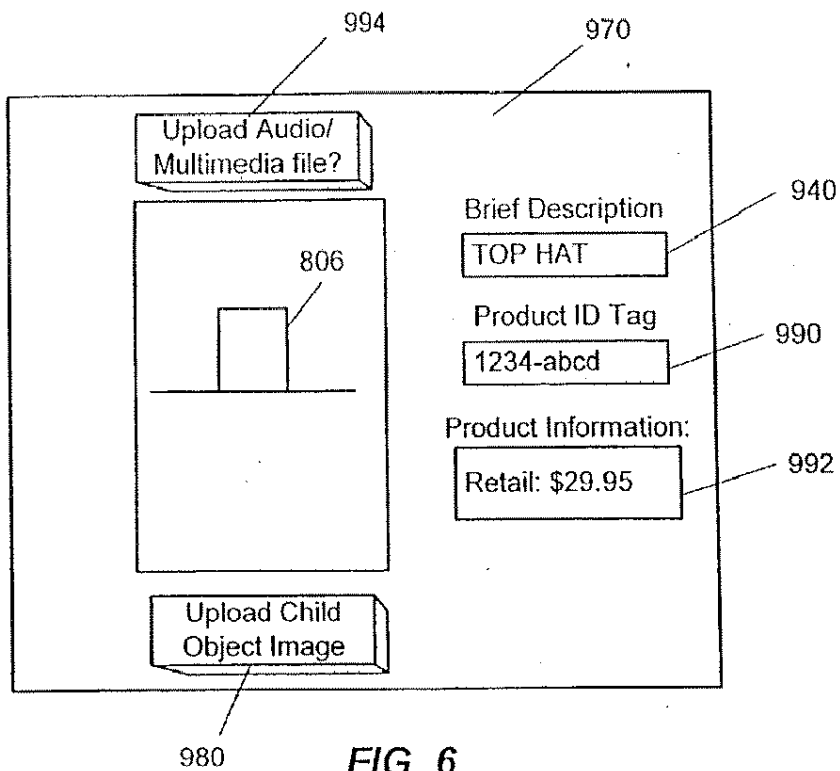


FIG. 6

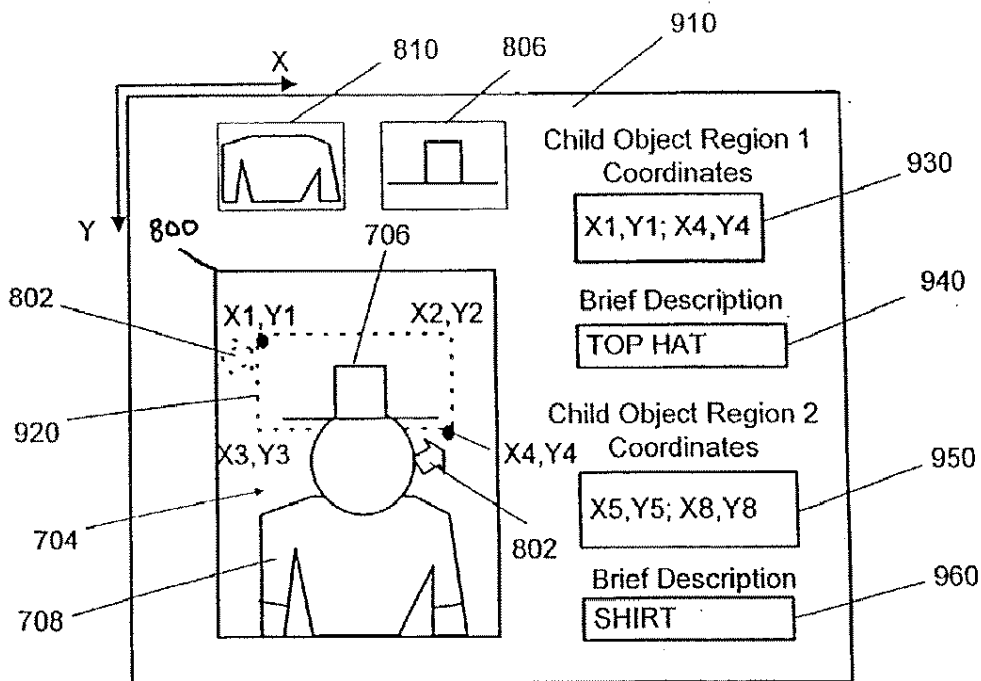


FIG. 7

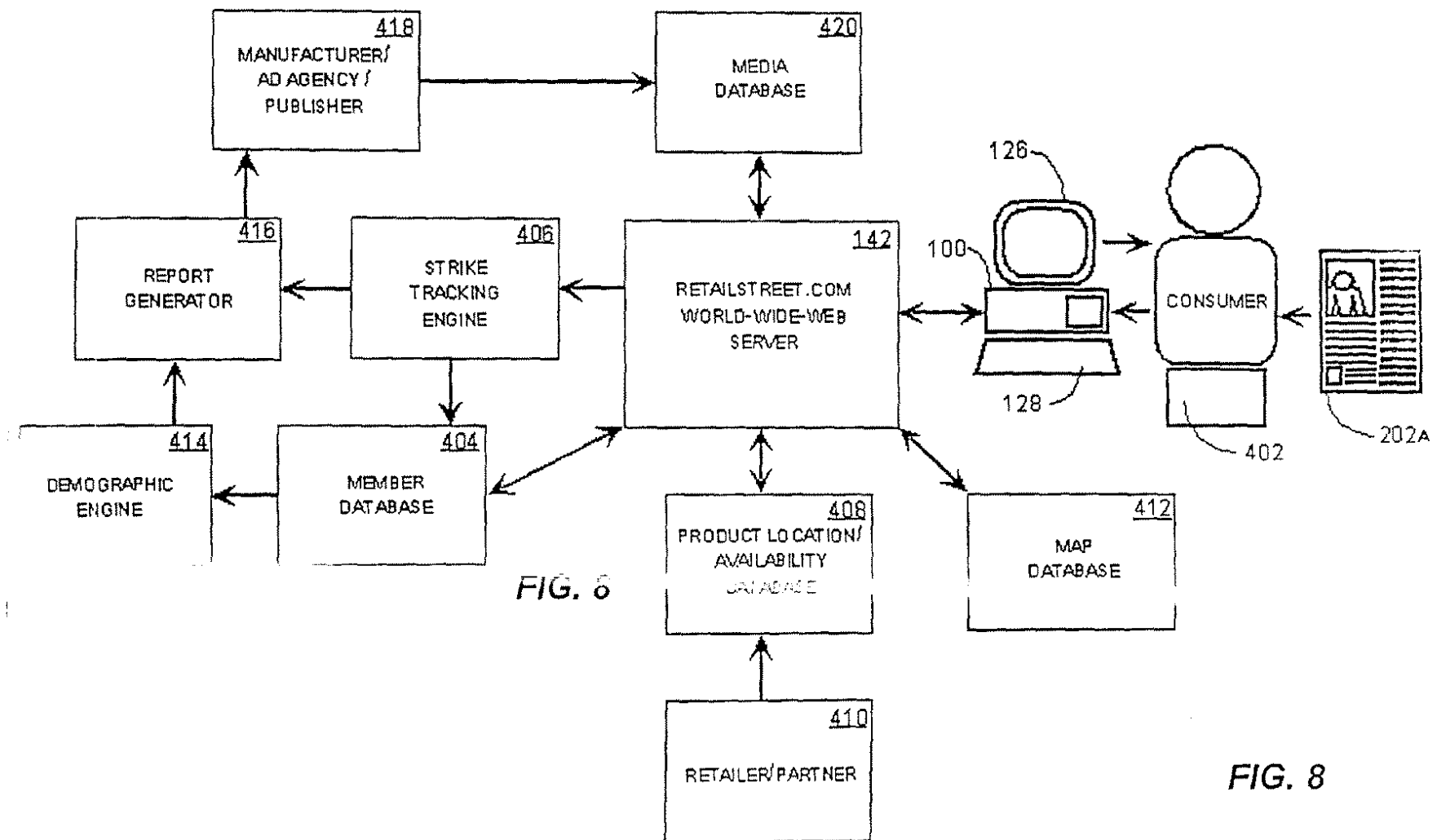


FIG. 8

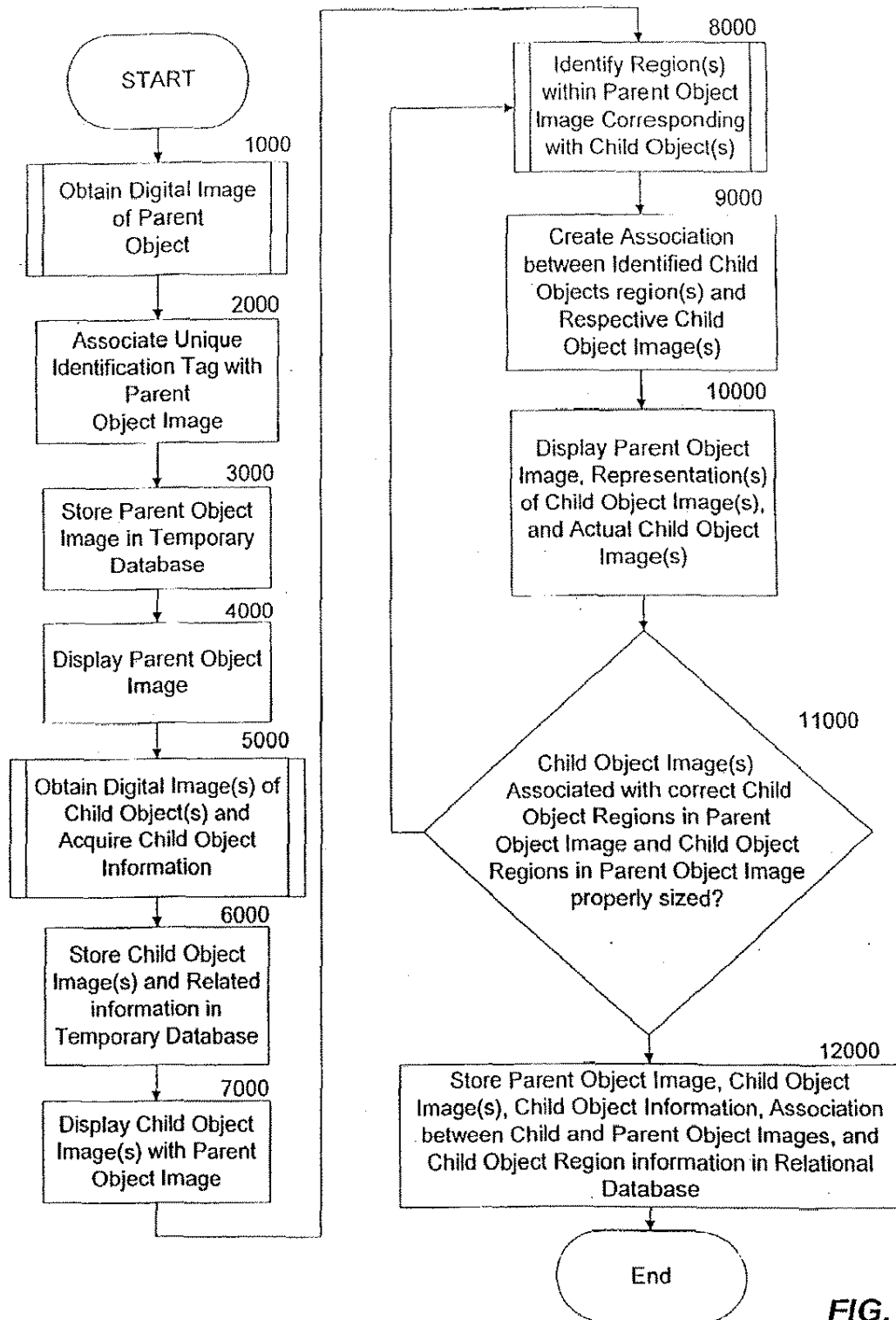


FIG. 9

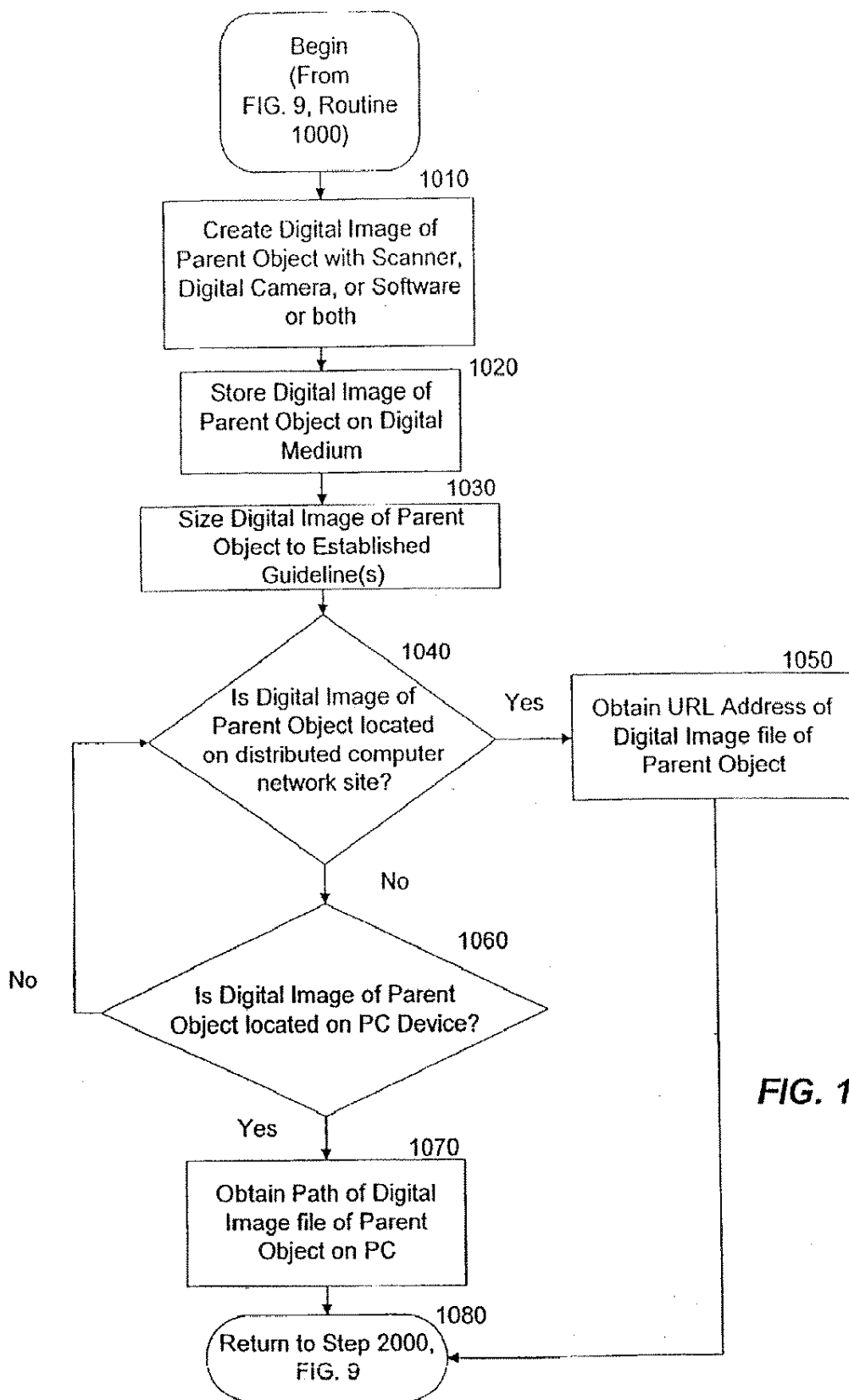


FIG. 10

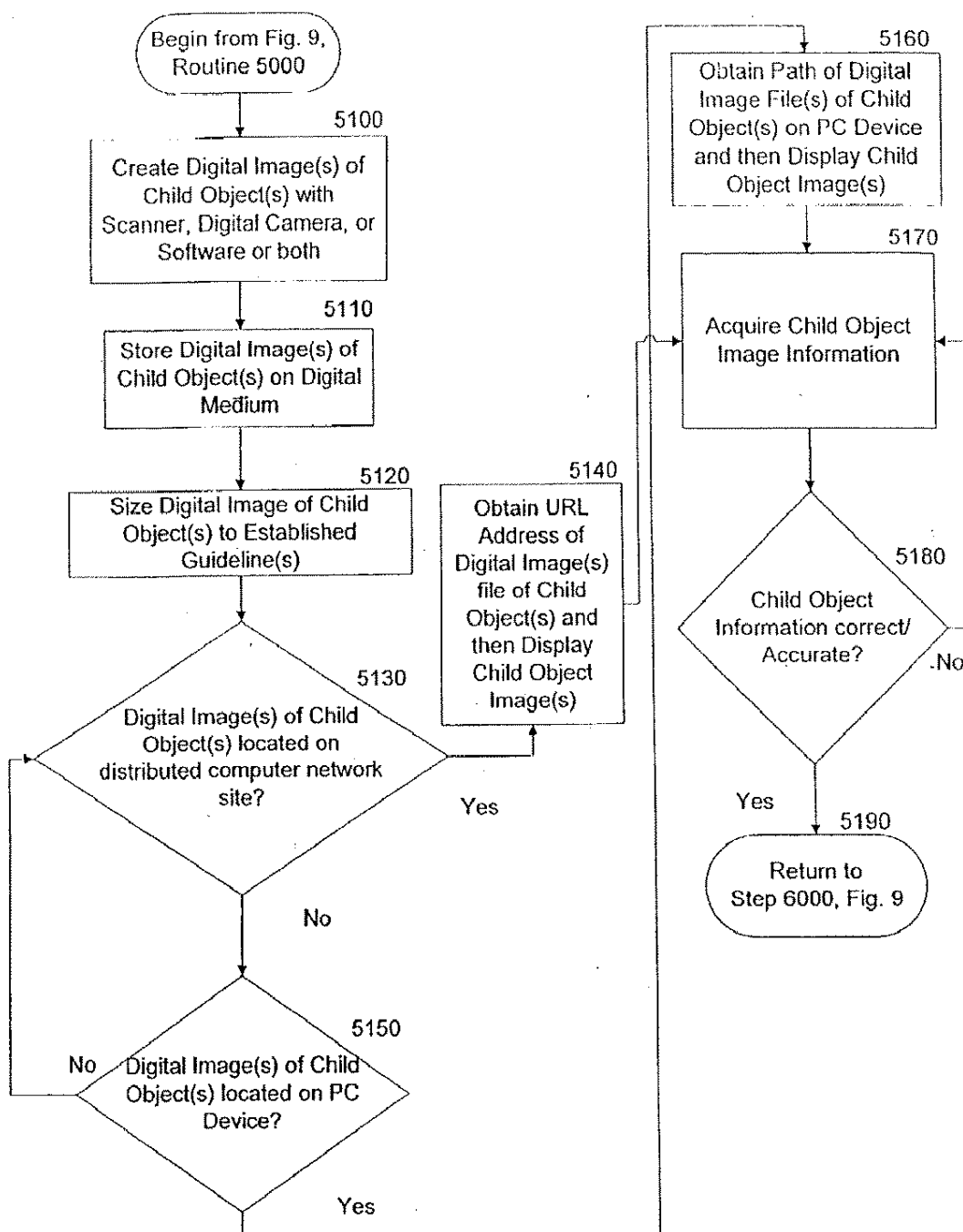


FIG. 11

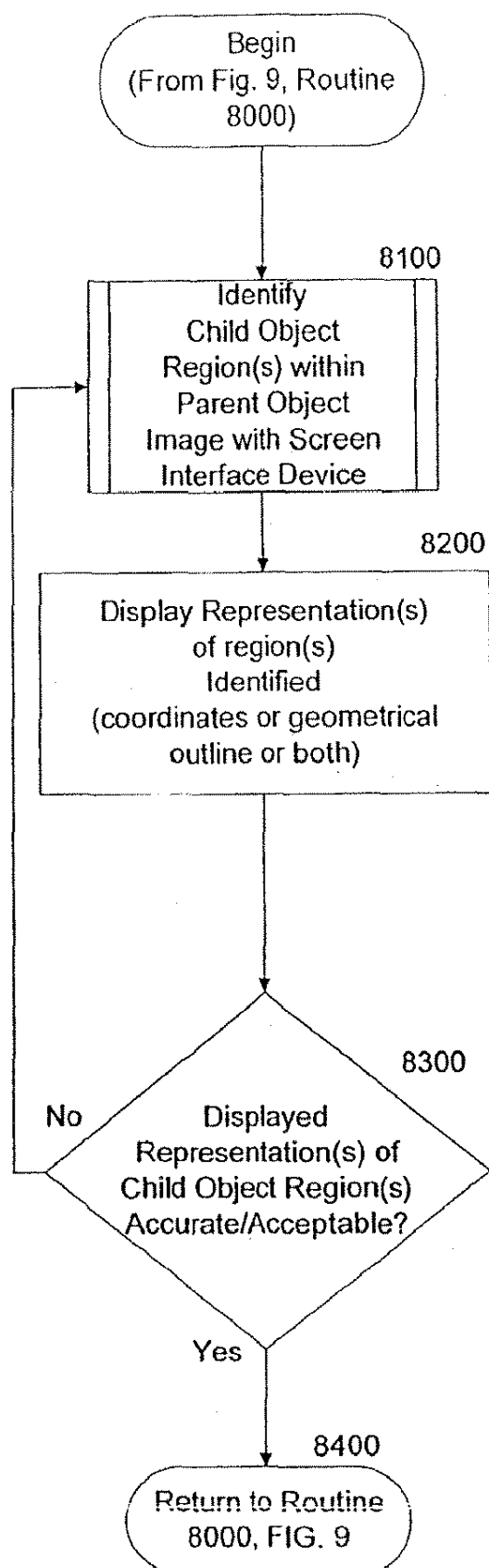
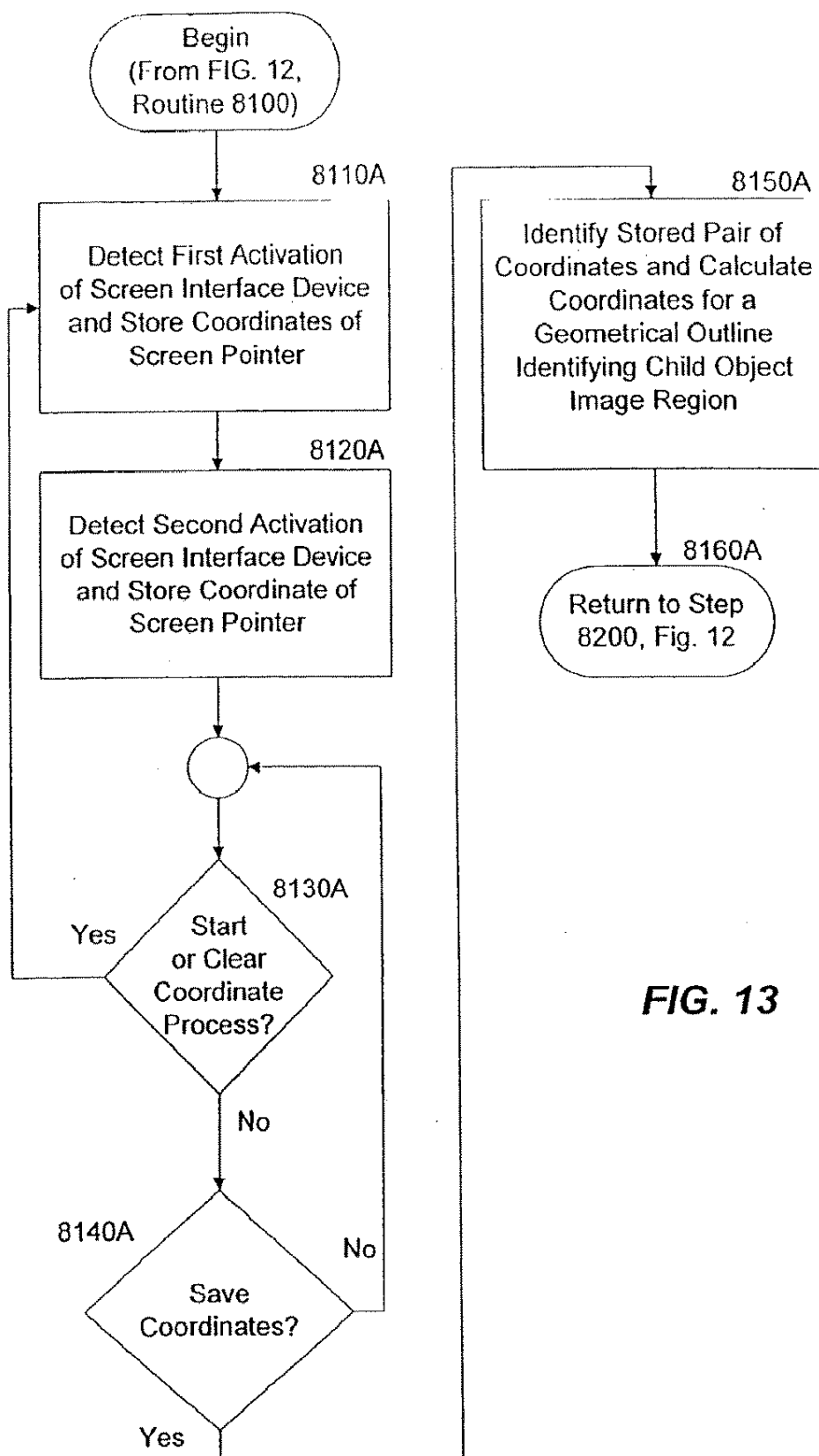
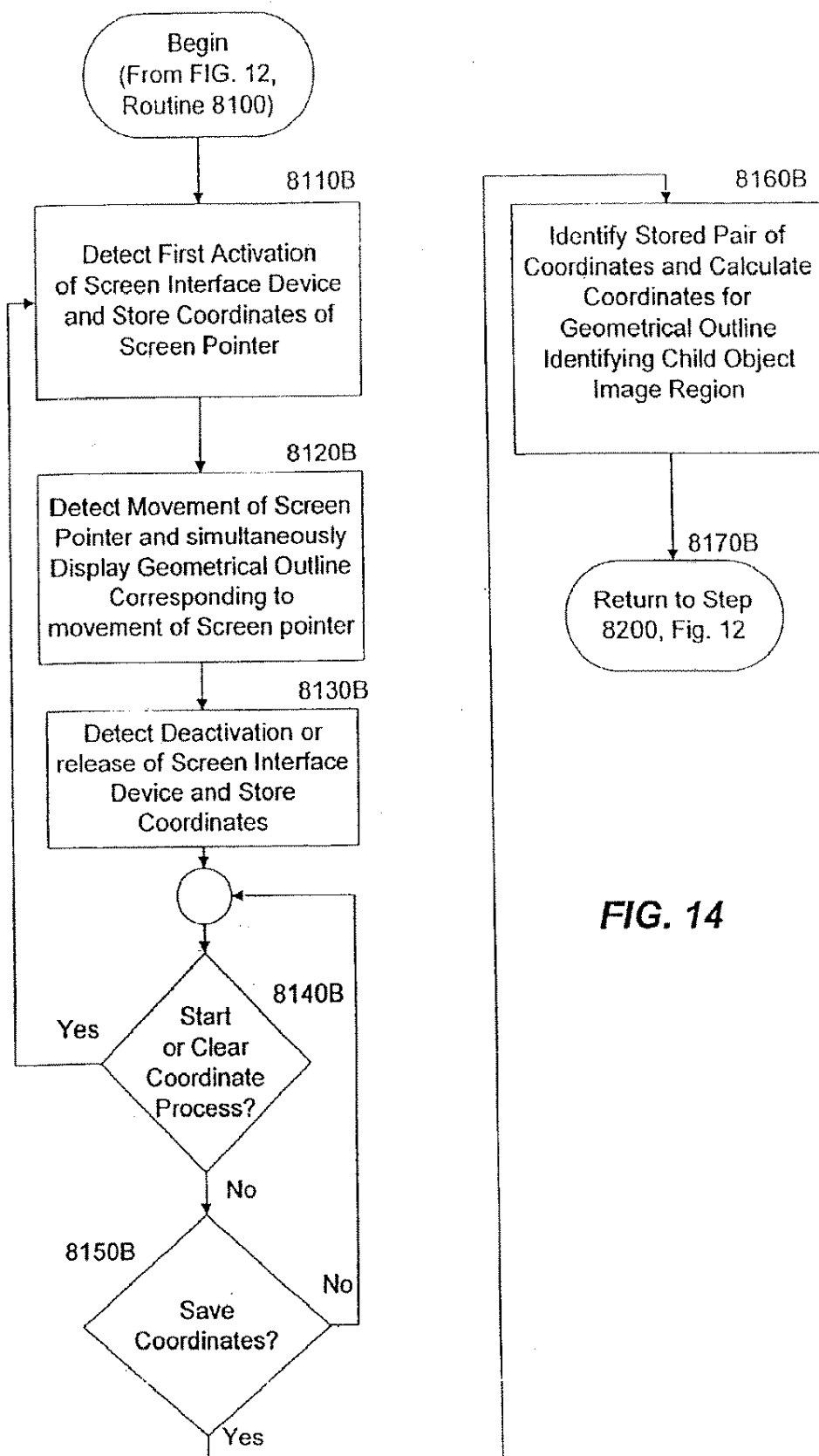


FIG. 12

**FIG. 13**

**FIG. 14**

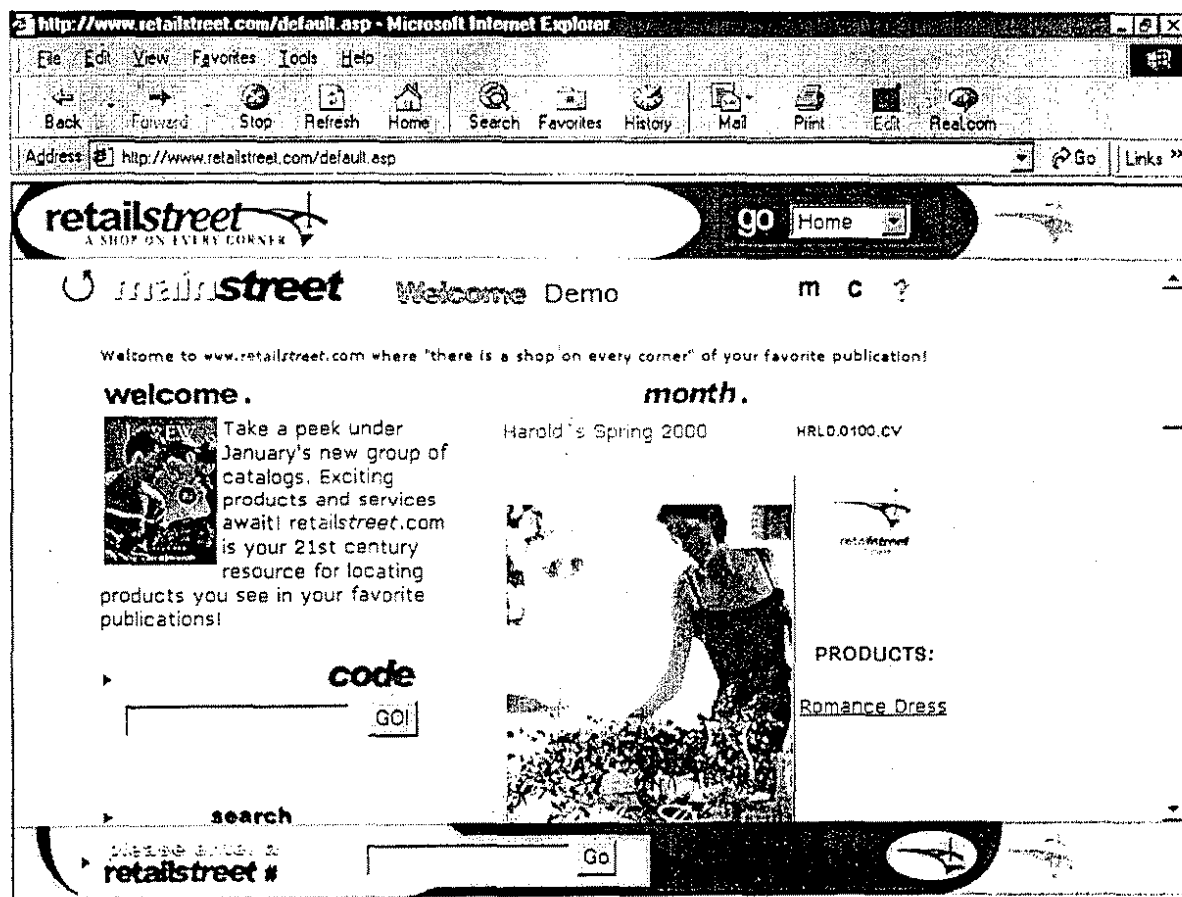


FIG. 15A

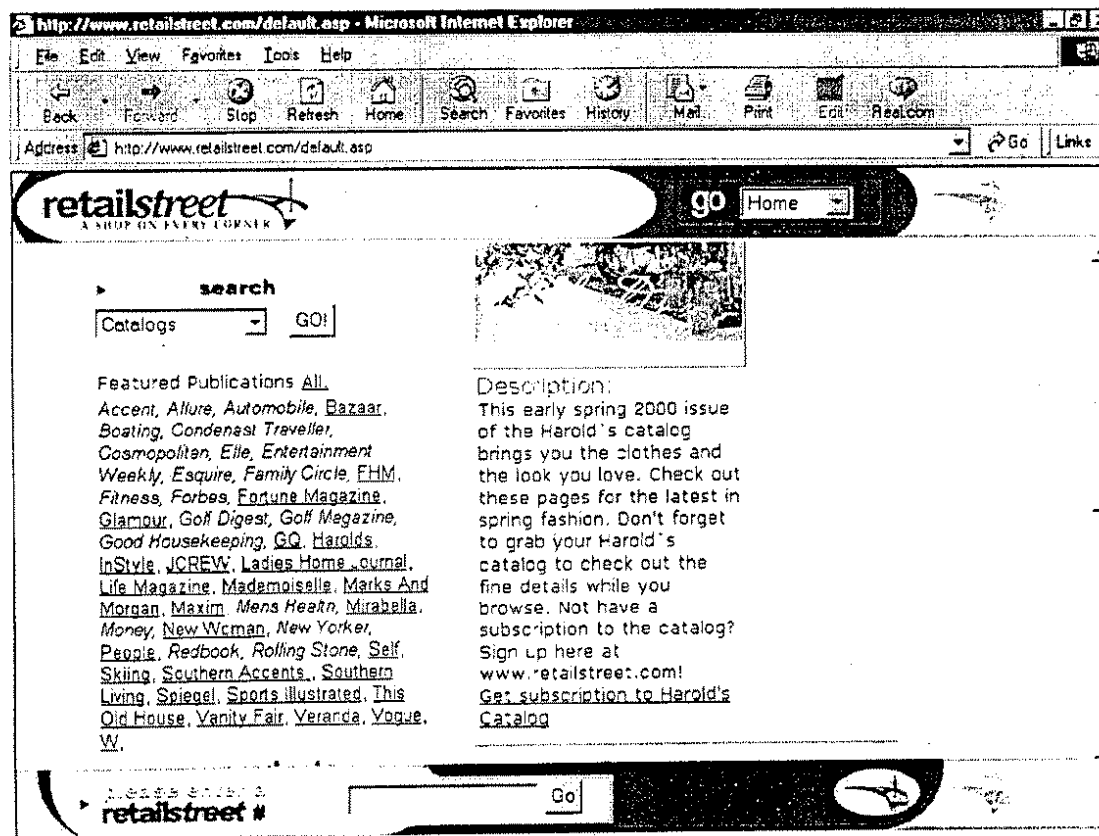


FIG. 15B

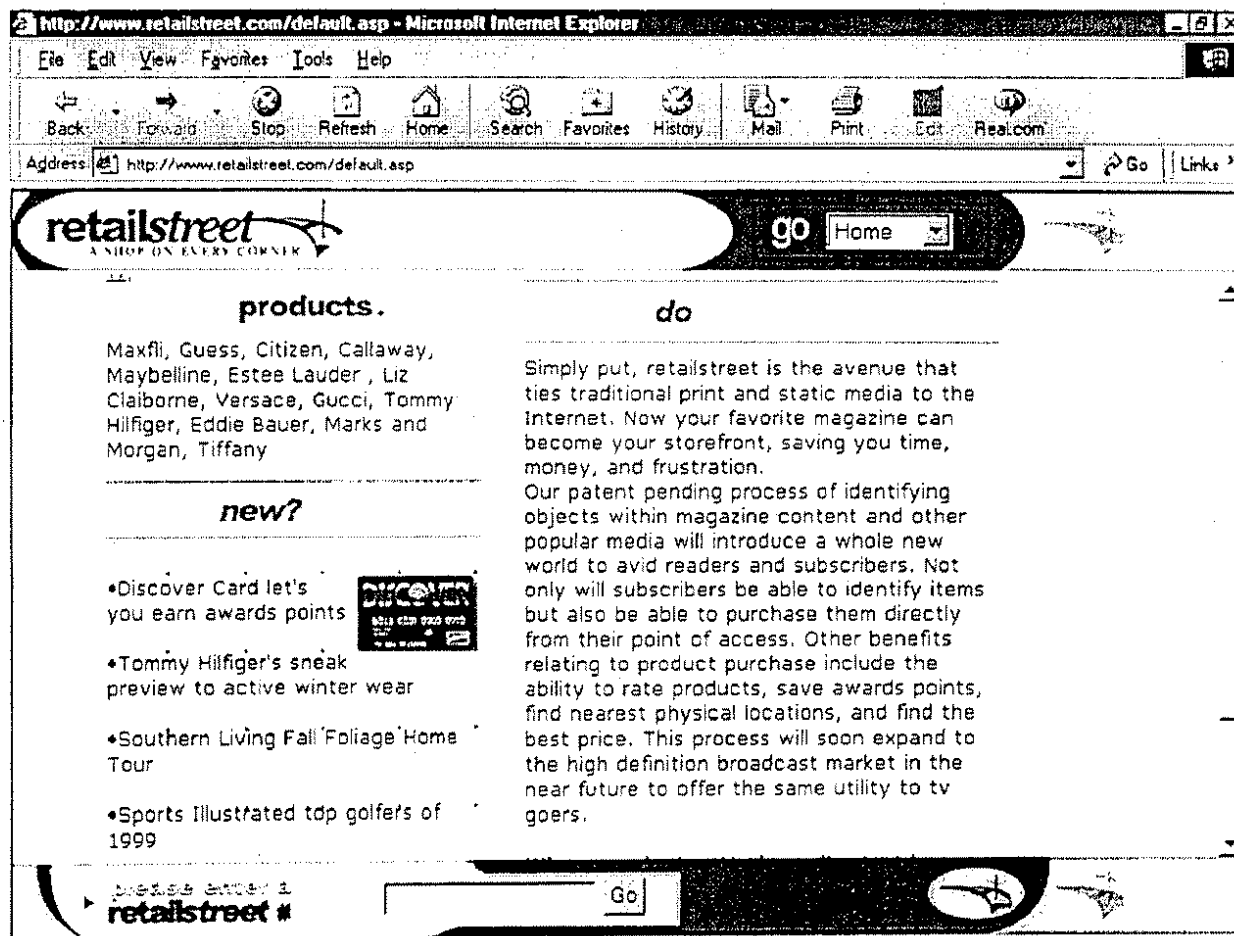


FIG. 15C

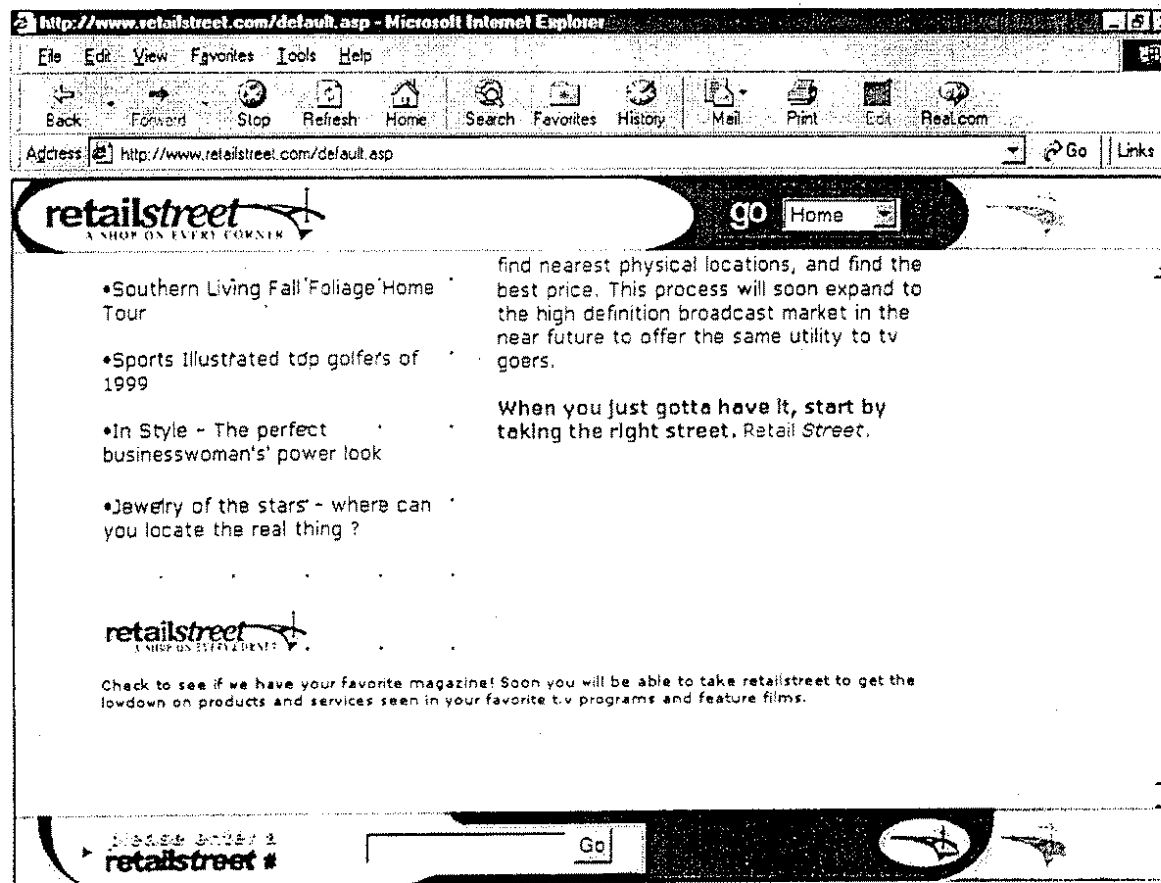


FIG. 15D

The screenshot displays the retailstreet website. At the top, there is a navigation bar with the retailstreet logo and a search bar containing the text "go Search". Below this, a secondary search bar is visible with the text "m c ? Search".

The main content area features a heading "Search the 'street' for great products and prices! You can find anything that you are looking for, whether it be a magazine, a specific product or brand, or a manufacturer of goods by using the search tools below. Hit the Street!" followed by the instruction "Search retailstreet:". To the left, a list of categories is provided with expandable arrows:

- ▷ [Arts and Entertainment](#)
- ▷ [Automotive](#)
- ▷ [Books](#)
- ▷ [Clothes & Accessories](#)
- ▷ [Computing, Home & Office](#)
- ▷ [Consumer Electronics](#)
- ▷ [Gift Certificates and Ideas](#)
- ▷ [Home & Garden](#)
- ▷ [Services](#)
- ▷ [Sports & Fitness](#)
- ▷ [Travel & Leisure](#)

To the right of the categories, there is a "Keyword Search:" section with a text input field containing "littlest golf clubs". Below this are three dropdown menus for "Retailer", "Brand", and "Publication", each with a "GO" button. The "Retailer" dropdown is set to "ALL / Any", "Brand" is set to "ALL / Any", and "Publication" is set to "ALL / Any". A note states: "Retailer & Product Source searches are exclusive of each other."

At the bottom of the search section, there are links: "Cover Search", "Get Directions to a Retailer Nearest you", "Get Help", and "Get a Map".

The footer of the page includes a search bar with the text "please enter a retailstreet #" and a "Go" button.

FIG. 16A

retailstreet
A SHOP ON EVERY CORNER

go Search

Search

Search the "street" for great products and prices! You can find anything that you are looking for, whether it be a magazine, a specific product or brand, or a manufacturer of goods by using the search tools below. Hit the Street!

Search retailstreet:

- ▷ Arts and Entertainment
- ▷ Automotive
- ▷ Books
- ▷ Clothes & Accessories
- ▷ Computing, Home & Office
- ▷ Consumer Electronics
- ▷ Gift Certificates and Ideas
- ▷ Home & Garden
- ▷ Services
- ▷ Sports & Fitness
- ▷ Travel & Leisure

[Cover Search](#) | [Get Directions to a Retailer Nearest You](#)

Keyword Search:

retailstreet
A SHOP ON EVERY CORNER

Use this in conjunction with the search queries below

GO

GO

GO

are exclusive of each

Retailer

- ALL / Any
- ALL / Any
- Accent Travel Services
- BathStyle
- Belk
- Bloomingdales
- D Geller and Son's
- DeBeers
- Ollards
- FogDog.com
- Harolds
- Havertys

PLEASE ENTER A
retailstreet #

Go

FIG. 16B

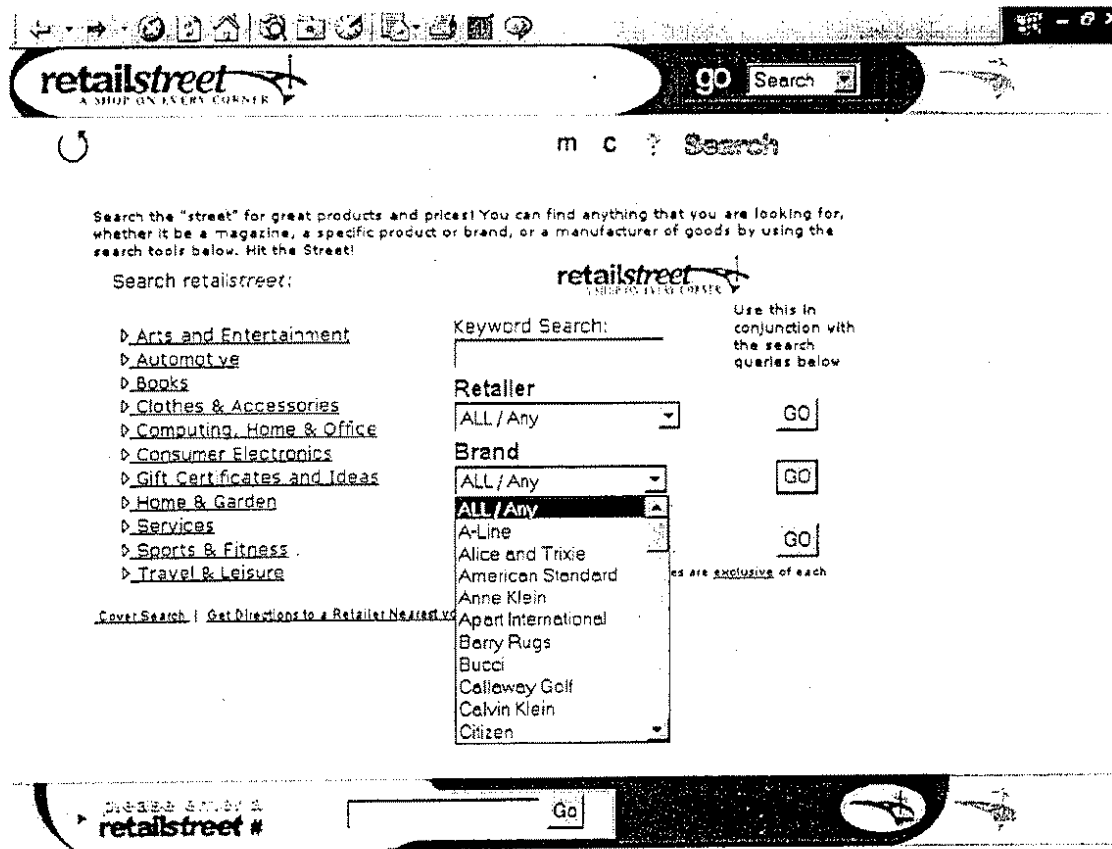


FIG. 16C

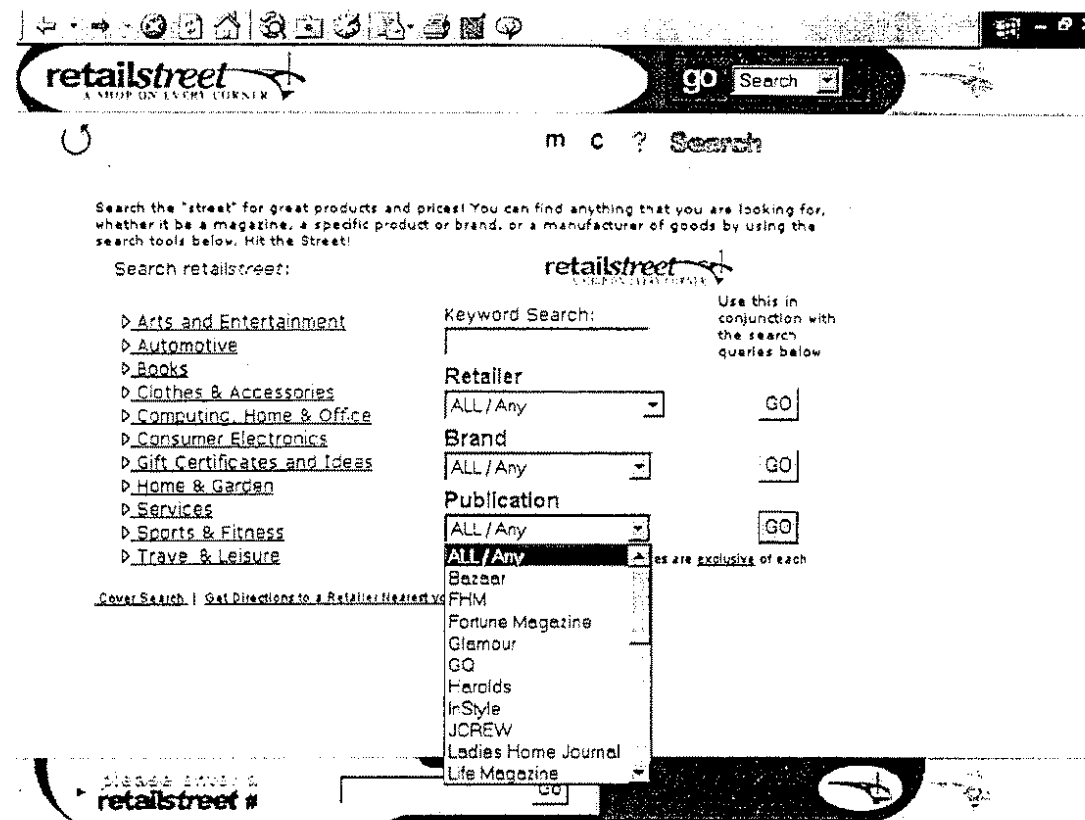


FIG. 16D

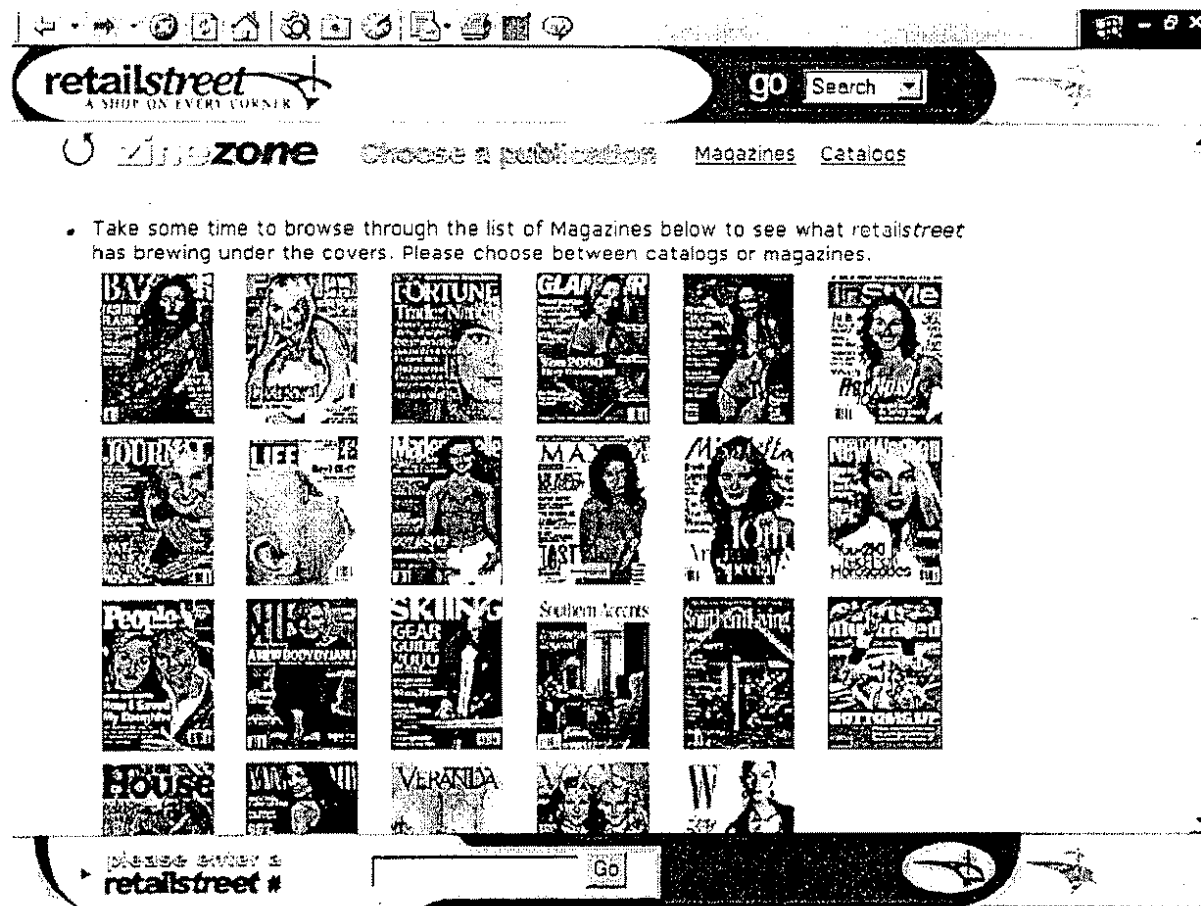


FIG. 17A

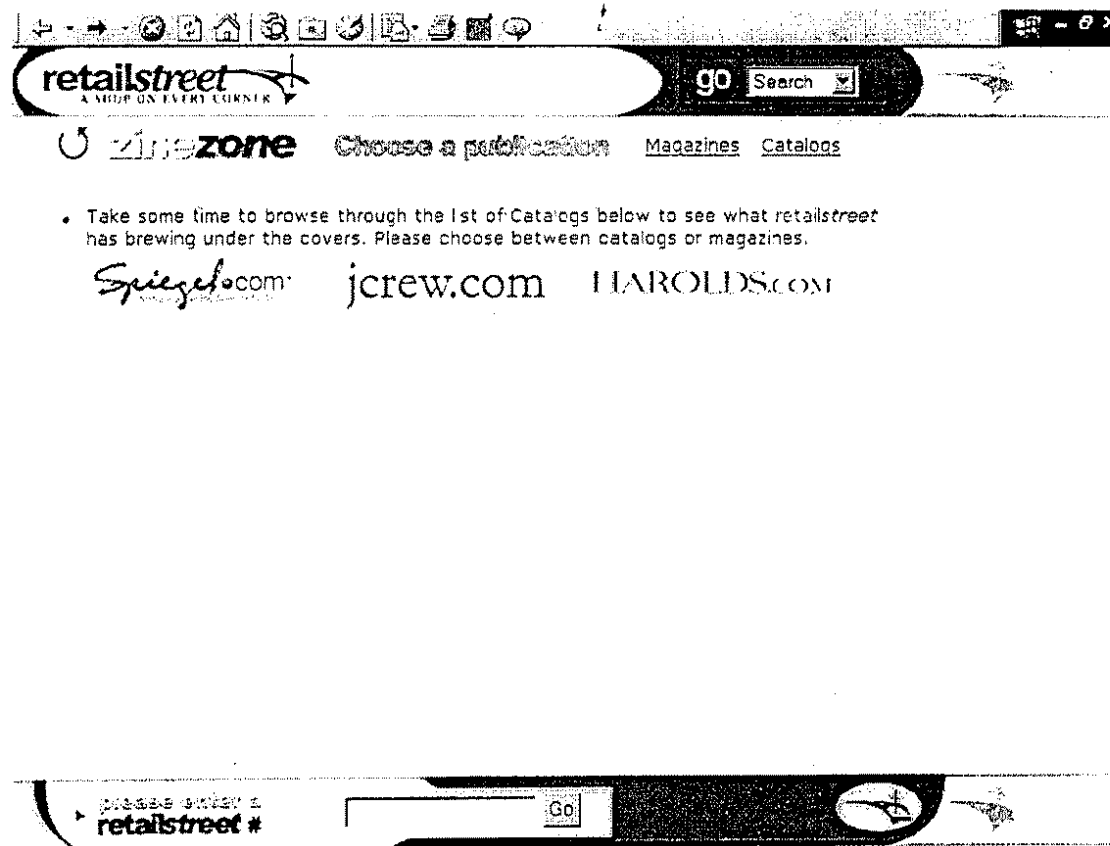


FIG. 17B

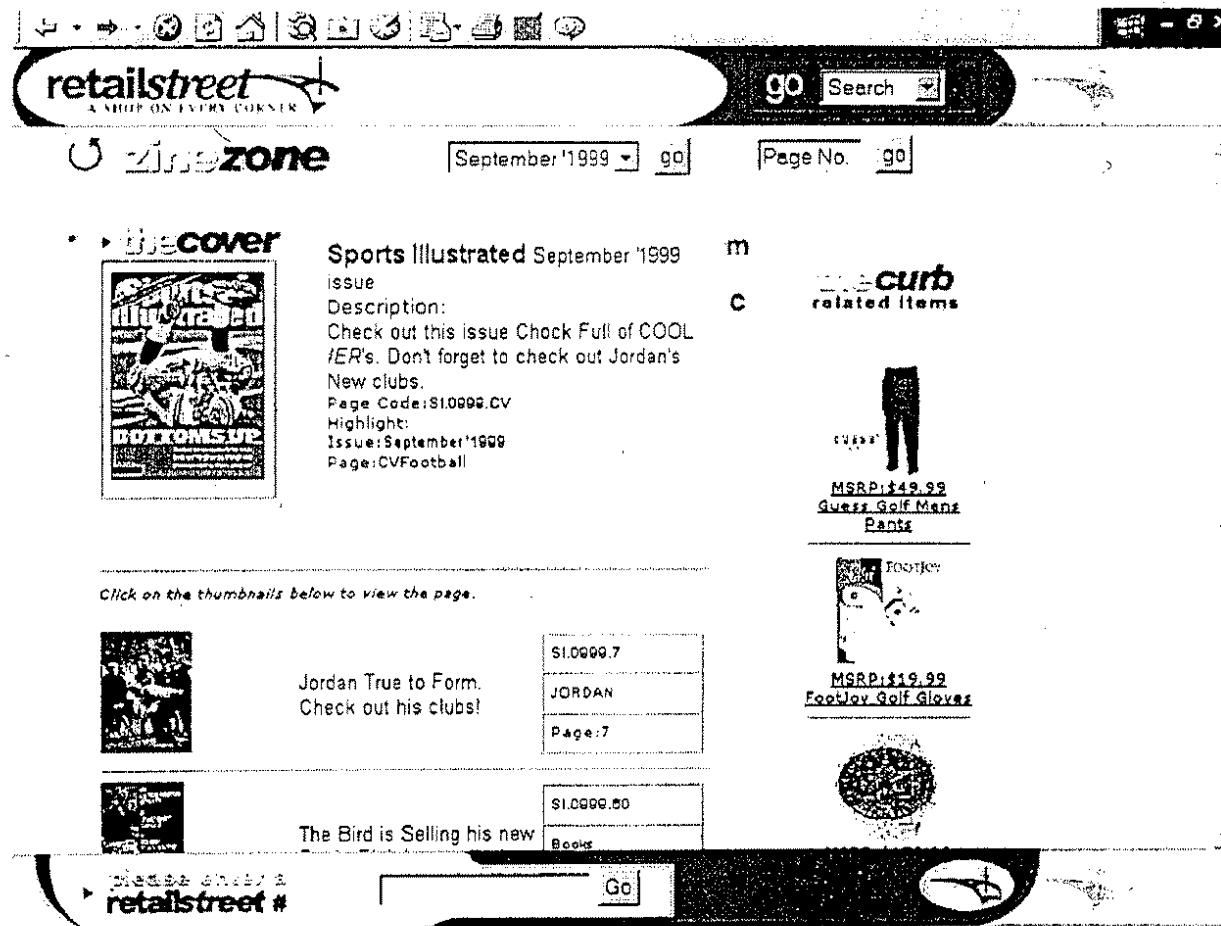


FIG. 18A

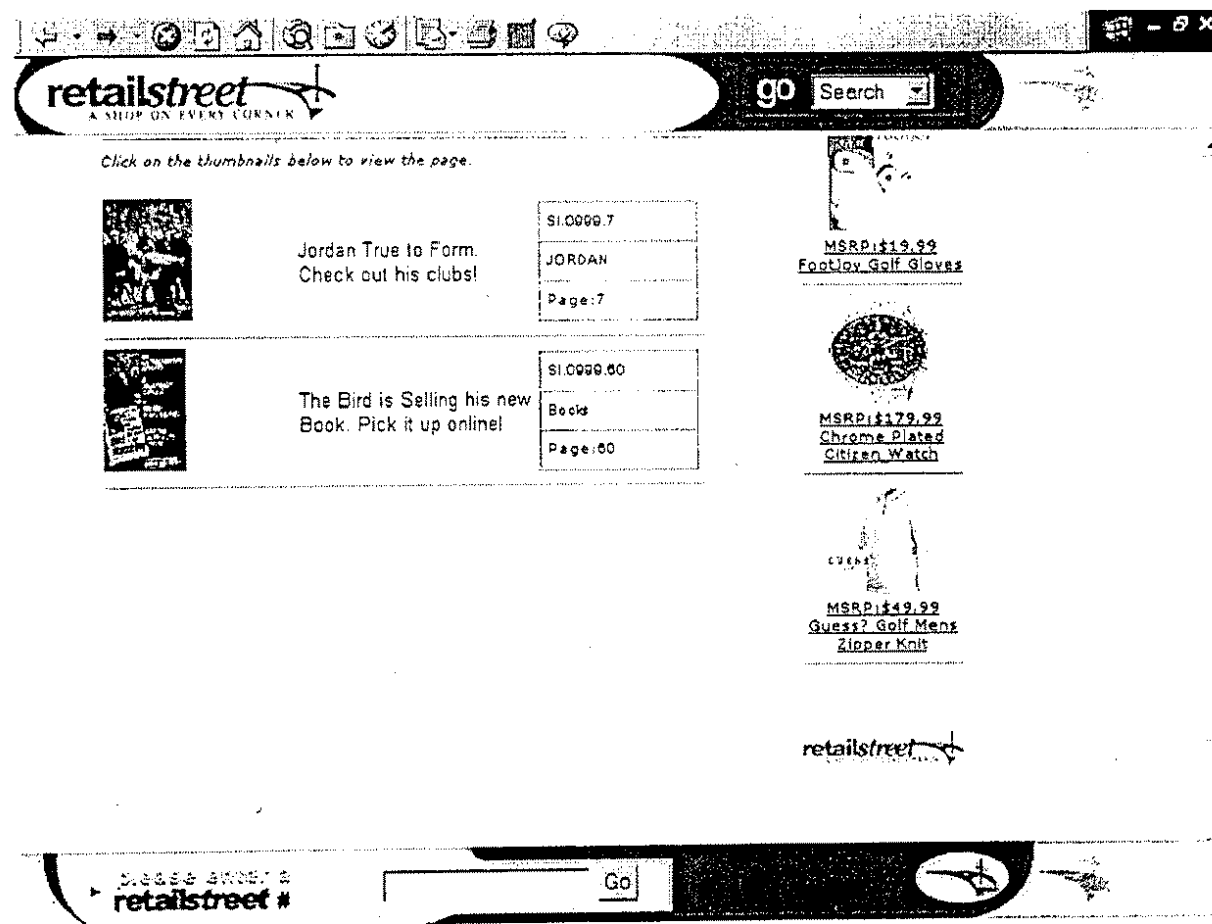


FIG. 18B

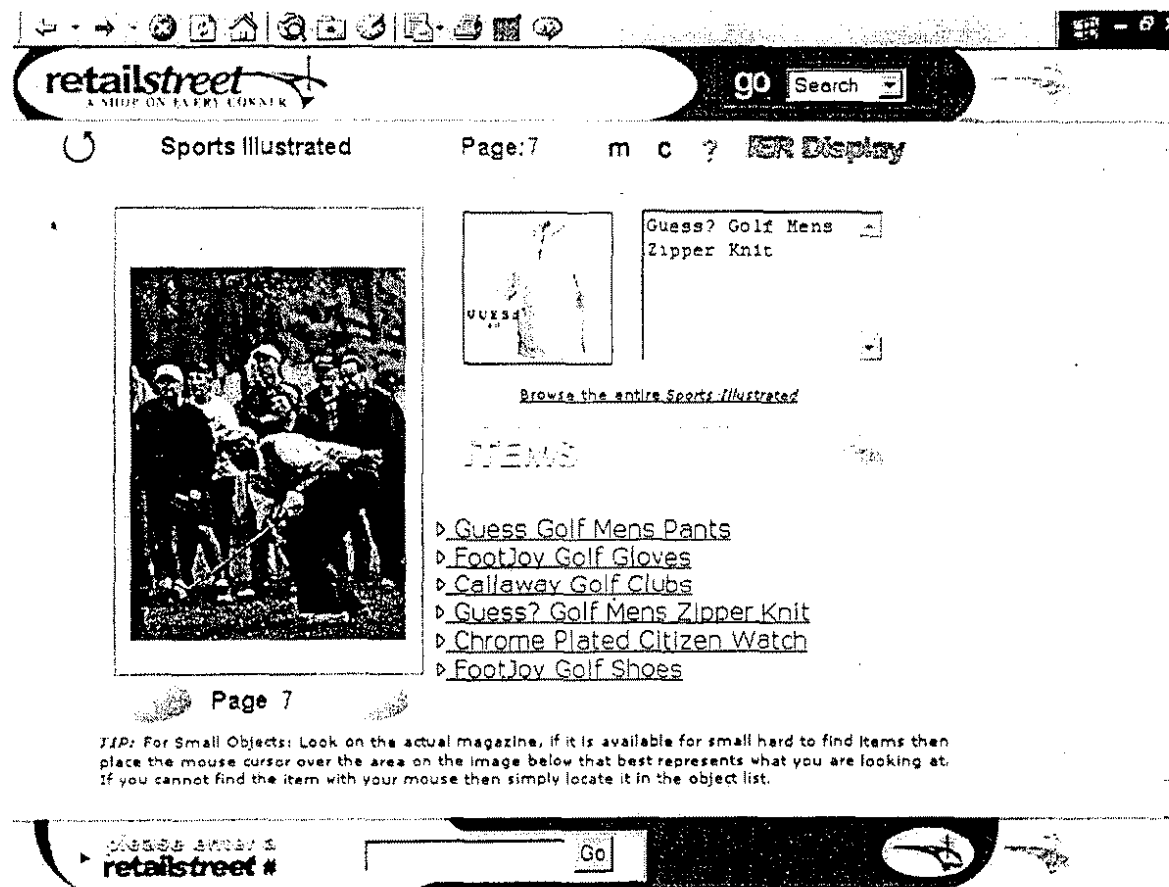


FIG. 19A

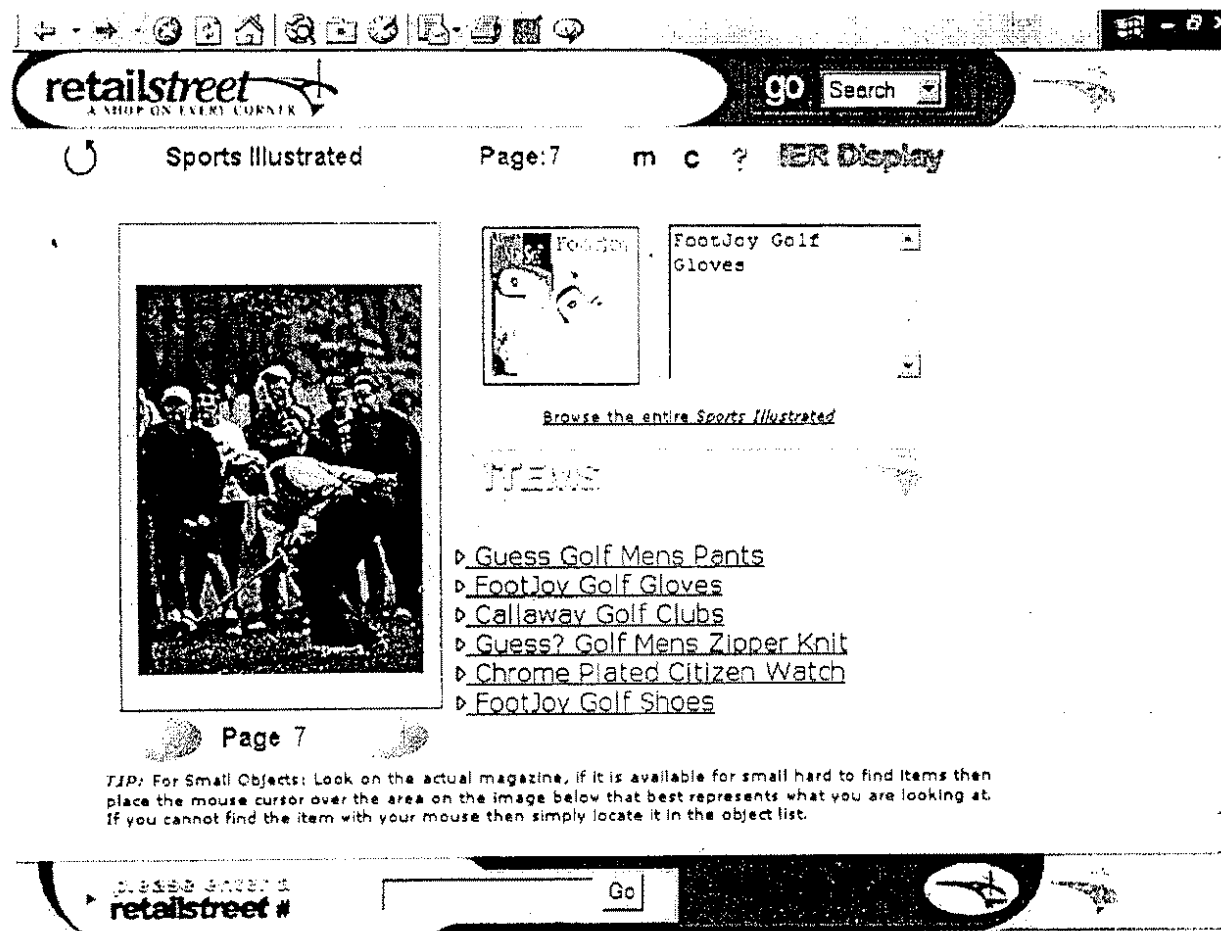


FIG. 19B

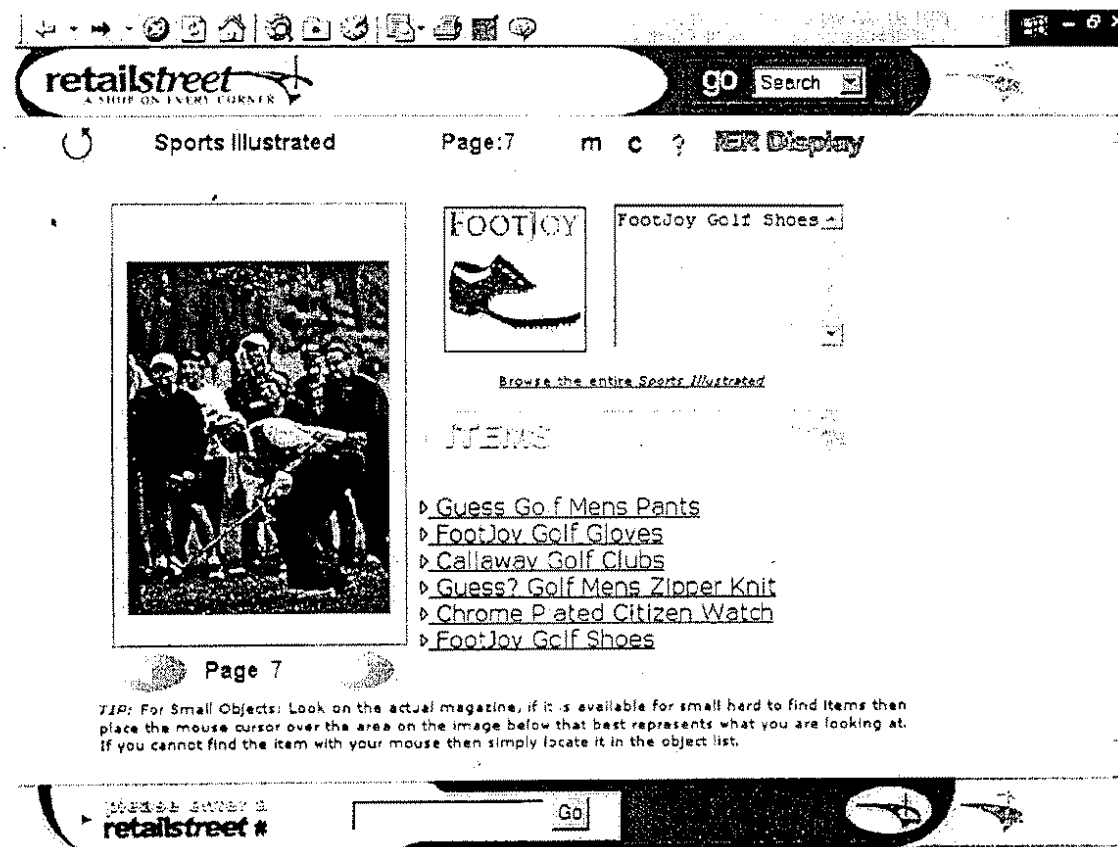


FIG. 19C

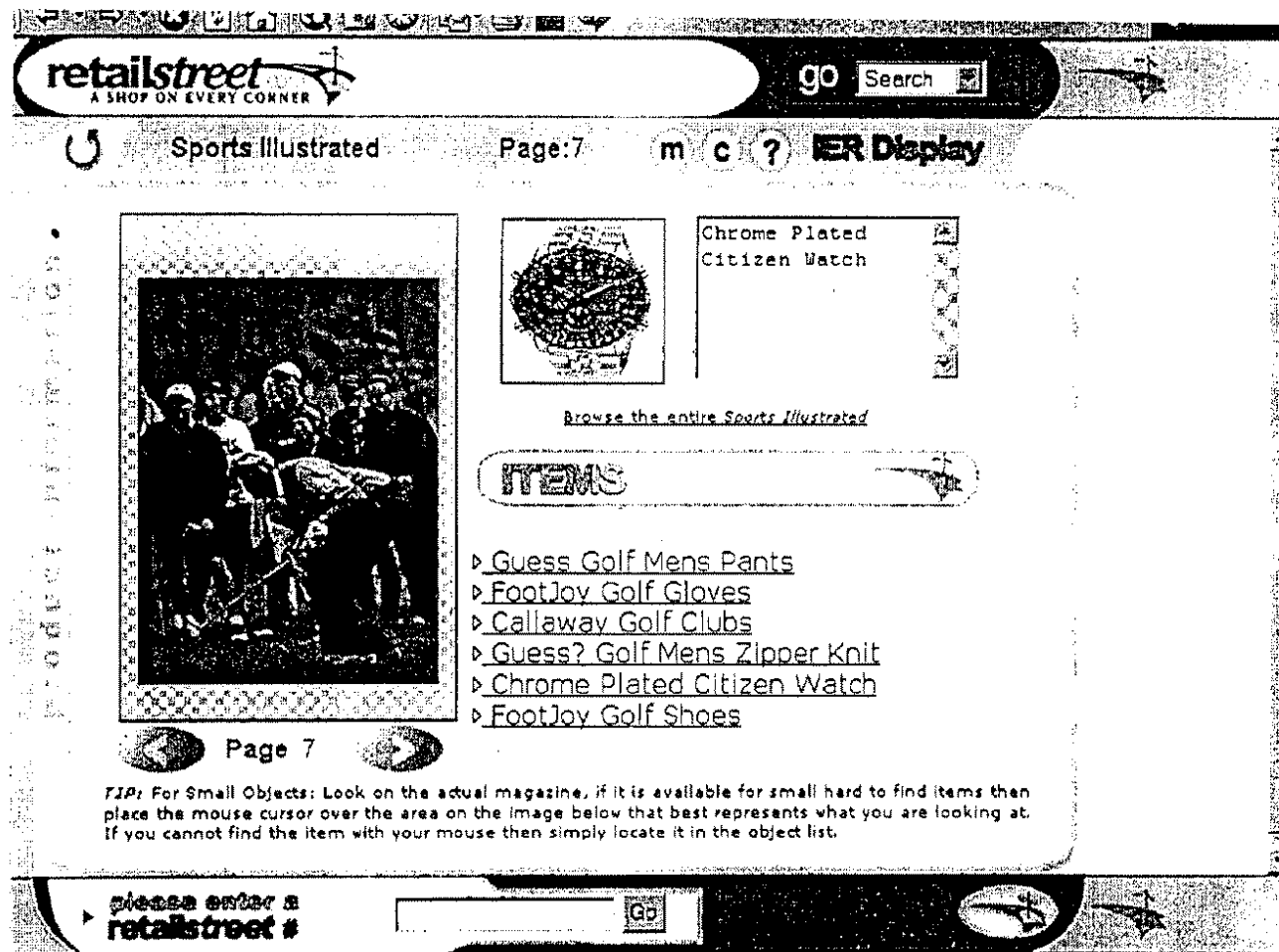


FIG. 19D

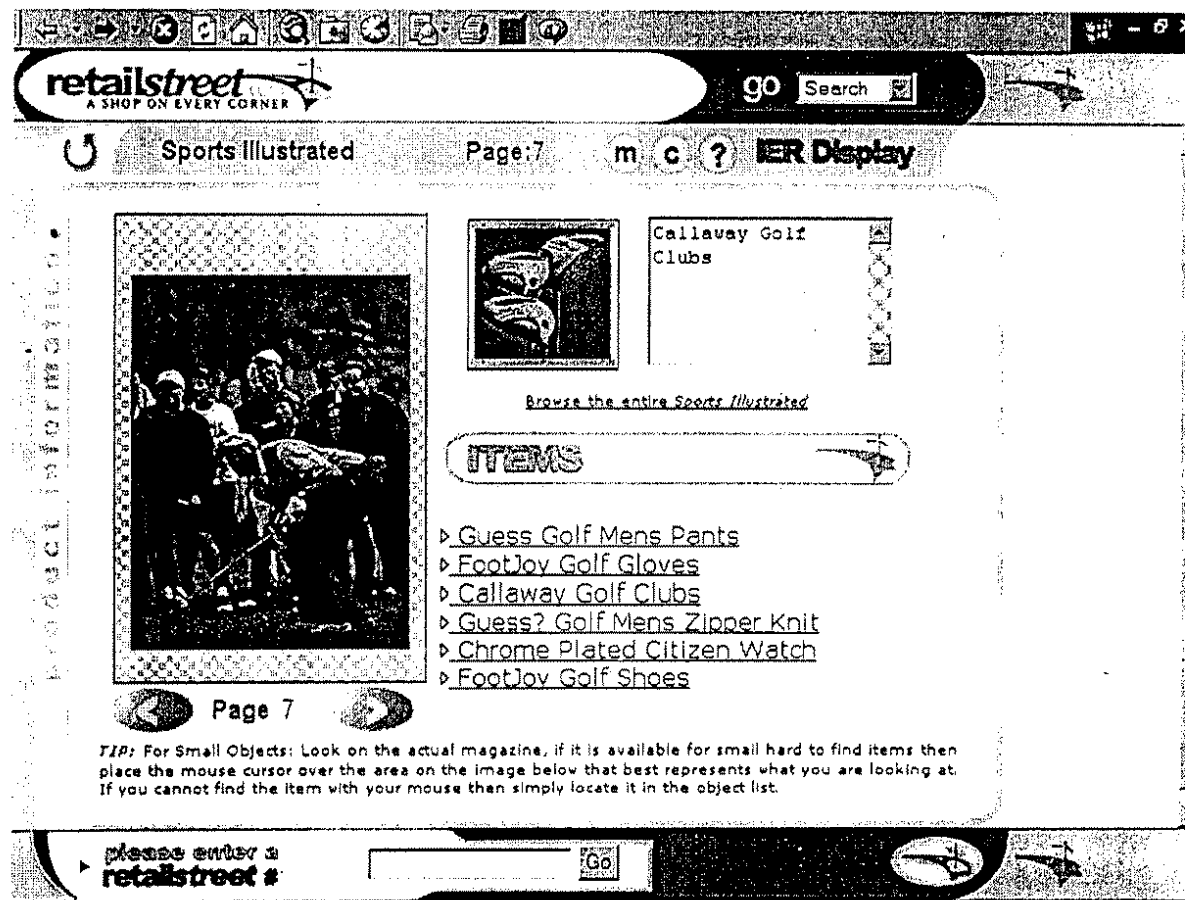


FIG. 19E

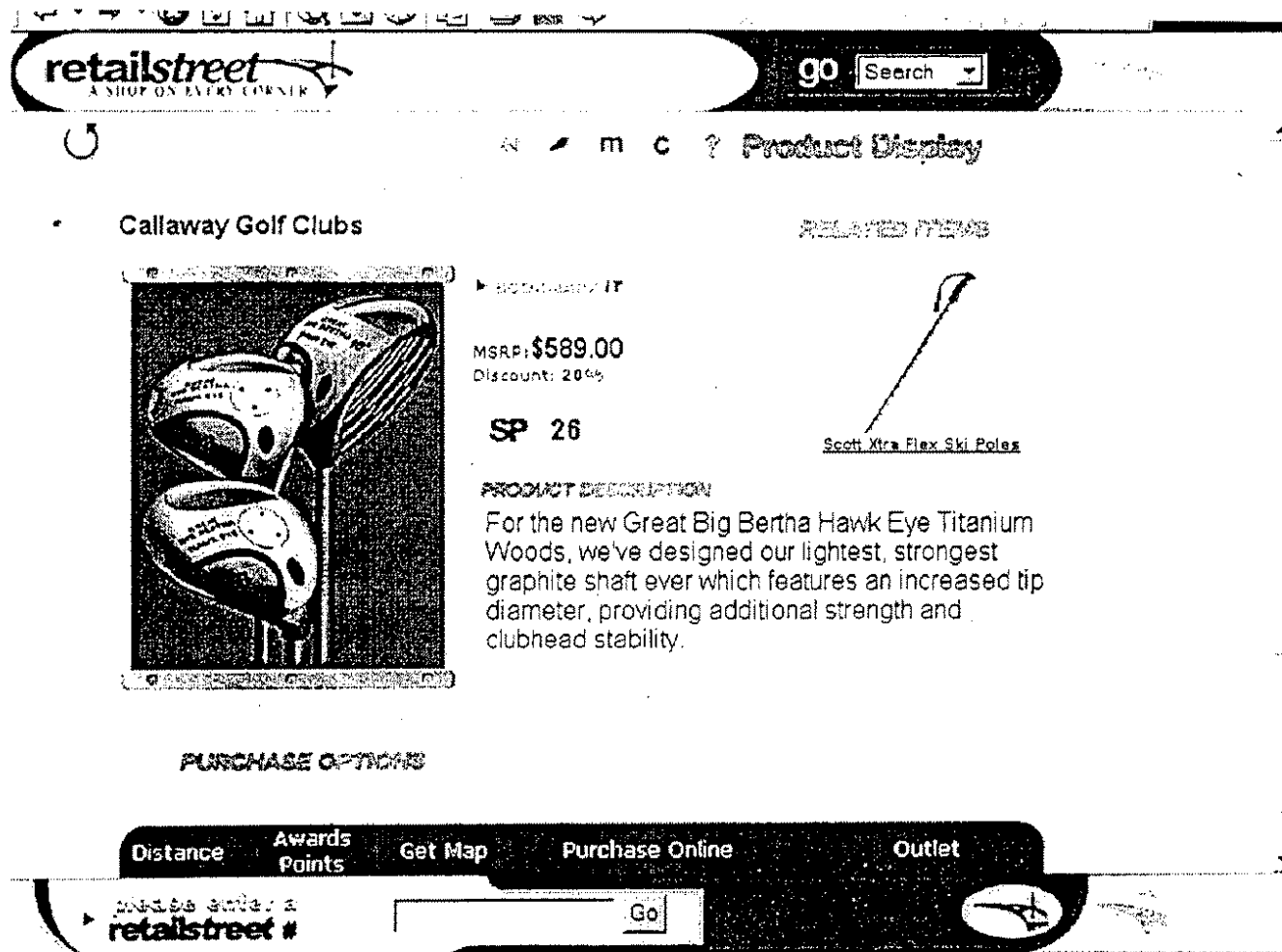


FIG. 20A

retailstreet
A SHOP ON EVERY CORNER

go Search

SP 26

Scott Xtra Flex Ski Poles

PRODUCT DESCRIPTION

For the new Great Big Bertha Hawk Eye Titanium Woods, we've designed our lightest, strongest graphite shaft ever which features an increased tip diameter, providing additional strength and clubhead stability.

PURCHASE OPTIONS

Distance	Awards Points	Get Map	Purchase Online	Outlet
10 miles	Yes	View Map	not available	Romana's 3500 Cobb Parkway Marietta, GA 30060
8 miles	Yes	View Map	not available	Target Cobb Parkway Smyrna, GA 30080
4 miles	No	View Map	not available	Target Austell Road Austell, GA 30068

retailstreet # Go

FIG. 20B

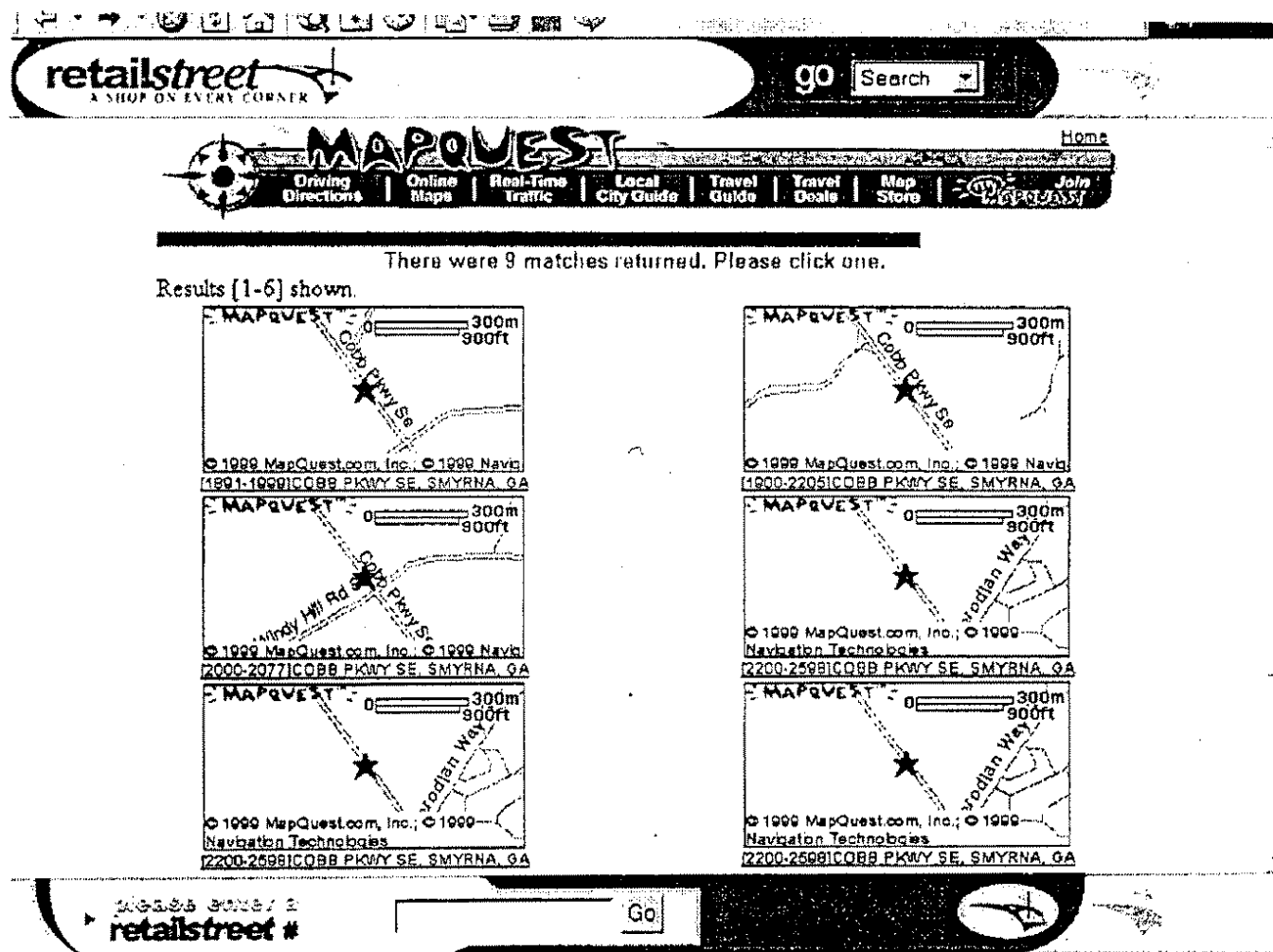


FIG. 21

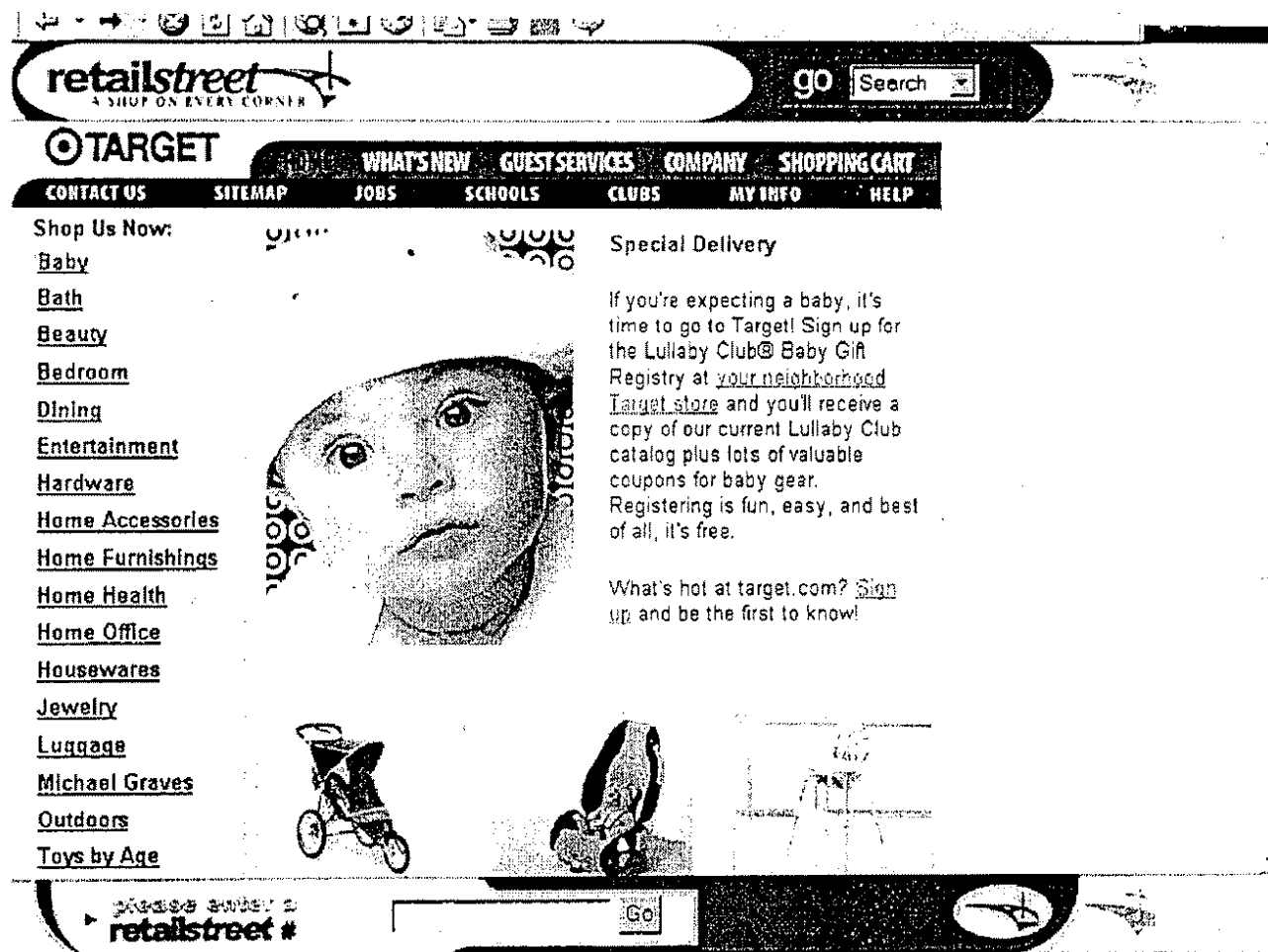


FIG. 22

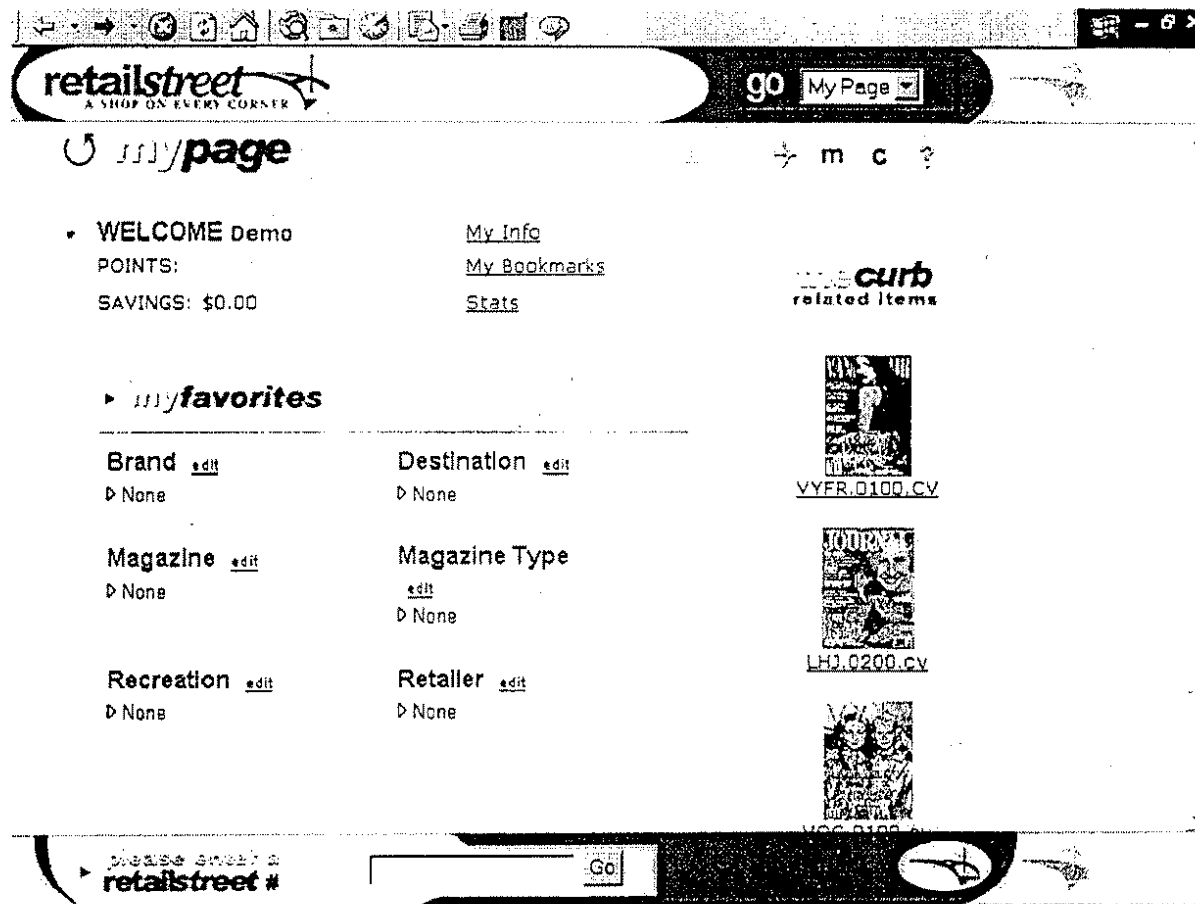


FIG. 23

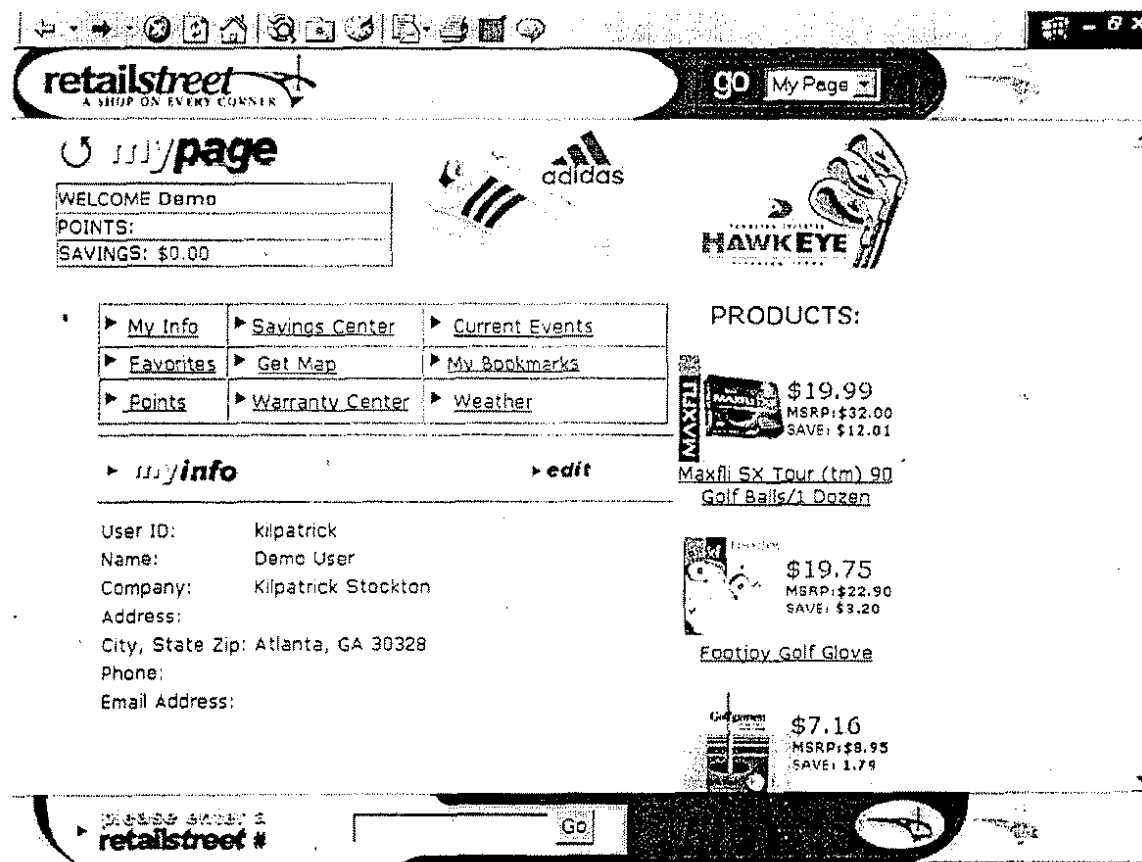


FIG. 24